# Leo Burnett U.S.A.



# Media Department

Philip Morris Outdoor

Sep-97

**Current Planned Expenditures** 



35 West Wacker Drive, Chicago, Illinois 60601, Tel: (312) 220-5959, Fax: (312) 220-3299

September 26, 1997

Mr. Jim Maggio PHILIP MORRIS U.S.A. 120 Park Avenue New York, NY 10017



# RE: PHILIP MORRIS SEPTEMBER 1997 OUTDOOR EXPENDITURE SUMMARY

Dear Jim:

Enclosed are the 1997 brand expenditure reports based on the September estimate cut. These reports identify September brand expenditures on-estimate, not on-estimate, and current planned expenditures on a monthly basis.

### SEPTEMBER BRAND SUMMARY REVIEW

With this report, OOH current planned expenditures total \$111,672,469 including direct billing, stadia, and all planned dollars not on-estimate. Reflected is a net change of (-\$383,120). The decrease represents Marlboro space cancellations in Seattle, bulletin adjustments and taxi top billing adjustments.

### MARLBORO -- (-\$334,256)

Decrease primarily due to Seattle cancellations, New York cab adjustments and Los Angeles bulletin adjustments.

## **MARLBORO AUTO RACING (-\$2,701)**

Decrease due to bulletin billing adjustments.

## MERIT (-\$19,969)

Bulletin and cab billing adjustments resulted in overall decrease.

# **BASIC** (-\$1,044)

Reduction/cancellation of out-of-pocket expenditures resulted in overall decrease.

## **VIRGINIA SLIMS (-\$25,151)**

Bulletin and cab adjustments resulted in overall decrease.

Please contact Julia Klaczak (Marlboro), Stephen Carlson (Corporate brands) or me, with any questions concerning this report.

Best regards.

LEO BURNETT, U.S.A.

Donna Marie Baum
Out of Home Media Supervisor

DMB/iak

Enclosure

PHILIP MORRIS	LEO BURNETT, U.S.A						
Mr. R. Camisa	Ms. D. Anderson	Ms. J. DuClos					
Mr. G. Capreol	Ms. A. Ballis	Ms. M. Gadsby					
Ms. K. Marryshow	Ms. L. Bledsoe	Mr. G. Golub					
Ms. P. LaRusso	Ms. J. Bolyard	Ms. S. Hadanak					
Ms. D. Laska	Mr. J. Bowers	Mr. J. Hanrahan					
Mr. F. Geovanello	Ms. C. Bulanda	Ms. K. Horlacher					
	Mr. S. Carlson	Ms. J. Klaczak					
	Ms. M. Carr	Ms. P. Moran					
	Ms. S. Cruz	Mr. J. Sullivan					
	Ms. K. Drury	Ms. B. White					

# **BUDGET RECAP**

Current Planned Expenditures Recap Monthly CPE Brand Summaries

Sep-97		1997 CURR	ENT PLANNED EXP	ENDITURES RECAP				PAGE 1
<u>BRAND</u>	TOTAL CURRENT <u>PLANNED</u>	PREVIOUS CURRENT PLANNED	DIFF. C.P.E. VS. P.P.E.	<u>ON ESTIMATE</u>	MAINTENANCE RESERVE	DIRECT	NOT-ON-ESTIMATE OR EXTRA POSTING <u>RESERVE</u>	TOTAL \$ NOT ON ESTIMATE
MARLBORO REDS  - MARLBORO POOL  - OUT-OF-POCKET  - STADIA & SMOKING LOUNGES TOTAL	\$55,672,537 \$484,551 \$4,600,000 \$60,657,088	\$55,844,159 \$547,185 \$4,600,000 \$60,991,344	(\$271,622) (\$62,634) \$0 (\$334,256)	\$55,597,529 \$476,012 \$56,073,541	\$O \$O	\$4,600,000 \$4,600,000	(\$24,992) \$8,539 (\$16,453)	(\$24,992) \$8,539 \$4,600,000 \$4,583,547
MARLBORO LIGHTS - MARLBORO POOL - OUT-OF-POCKET TOTAL	\$4,141,771 \$14,187 \$4,155,957	\$4,141,771 \$14,187 \$4,155,957	\$0 \$0 \$0	\$4,141,771 \$14,187 \$4,155,957	\$0	\$0	\$0 \$0	\$0 \$0 \$0
MARLBORO HISPANIC  - MARLBORO POOL  - MARLBORO RACING  - OUT-OF-POCKET TOTAL	\$860,767 \$57,467 \$1,213,190 \$2,131,423	\$860,767 \$57,467 \$1,213,190 \$2,131,423	\$0 \$0 \$0 \$0	\$857,103 \$57,467 \$1,213,190 \$2,127,759	\$O	\$0	\$3,664 \$3,664	\$3,864 \$0 \$0 \$3,664
MARLBORO AUTO BACING - MARLBORO POOL - OUT-OF-POCKET TOTAL	\$783,791 \$518,654 \$1,300,446	\$786,492 \$516,654 \$1,303,147	(\$2,701) \$0 (\$2,701)	\$723,329 \$516,654 \$1,239,984	\$0		\$60,462 \$60,462	\$60,462 \$0 \$60,462
TOTAL MARLBORO COMBINED  - MARLBORO POOL (excluding Hisp)  - OUT-OF-POCKET (excluding Hisp)  - MARLBORO HISPANIC  - STADIA & SMOKING LOUNGES  TOTAL	\$60,498,099 \$1,015,392 \$2,131,423 \$4,600,000 \$68,244,914	\$60,772,422 \$1,078,026 \$2,131,423 \$4,600,000 \$66,531,871	(\$274,323) (\$62,634) \$0 \$0 (\$336,957)	\$60,462,629 \$1,006,853 \$2,127,759 \$0 \$63,597,242	\$0 \$0 \$0 \$0	\$0 \$0 \$0 \$4,600,000 \$4,600,000	\$35,470 \$8,539 \$3,664 \$0 \$47,673	\$35,470 \$8,539 \$3,664 \$4,600,000 \$4,647,673

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Sep-97		1997 CURI	RENT PLANNED EXPE	ENDITURES RECAP				PAGE 2
BRAND	TOTAL CURRENT <u>PLANNED</u>	PREVIOUS CURRENT PLANNED	DIFF. C.P.E. VS. P.P.E.	ON ESTIMATE	MAINTENANCE RESERVE	DIRECT	NOT-ON-ESTIMATE OR EXTRA POSTING RESERVE	TOTAL \$ NOT ON <u>ESTIMATE</u>
B & H - CORPORATE - OUT-OF-POCKET - HISPANIC - BLACK - CLUB B&H TOTAL	\$1,437,507 \$3,818,043 \$710,312 \$1,055,253 \$390,325 \$7,411,439	\$1,437,507 \$3,818,043 \$710,312 \$1,055,253 \$390,325   \$7,411,439	\$0 \$0 \$0 \$0 \$0 \$0 \$0	\$1,412,180 \$3,818,043 \$710,312 \$1,055,253 \$390,325 \$7,386,112	\$1,243 \$1,243	\$0	\$24,084 \$24,084	\$25,327 \$0 \$0 \$0 \$0 \$0 \$0
BASIC - CORPORATE - OUT-OF-POCKET - IN STORE TOTAL	\$2,054,935 \$15,563,574 \$0 \$17,618,509	\$2,061,041 \$15,558,512 \$0 \$17,619,553	(\$6,107) \$5,062 \$0 (\$1,044)	\$1,994,707 \$15,566,194 \$17,560,900	\$21,320 \$21,320	\$0	\$38,908 (\$2,620) \$36,288	\$60,228 (\$2,620) \$0 \$57,608
VIRGINIA SLIMS  - CORPORATE  - OUT-OF-POCKET  - BLACK  - LEGENDS  TOTAL	\$6,752,640 \$2,262,022 \$610,227 \$279,547 \$9,804,436	\$6,770,591 \$2,269,221 \$510,227 \$279,547 \$9,829,586	(\$17,952) (\$7,199) \$0 \$0 (\$25,151)	\$6,686,096 \$2,172,897 \$510,227 \$279,547 \$9,648,767	\$11,002 \$11,002	<b>\$</b> 0	\$55,542 \$89,125 \$144,667	\$66,544 \$89,126 \$0 \$0 \$155,669
MERIT CORPORATE - GUT-OF-POCKET - IN STORE TOTAL	\$5,067,972 \$3,327,257 \$0 \$8,395,229	\$5,080,742 \$3,334,456 \$0 \$8,415,198	(\$12,770) (\$7,199) - \$0 (\$19,969)	\$5,017,139 \$3,167,370 \$8,184,509	\$15,319 \$70,762 \$86,081	\$0	\$35,514 \$89,125 \$124,639	\$50,833 \$159,887 \$0 \$210,720
PARLIAMENT - CORPORATE - OUT-OF-POCKET TOTAL	\$197,943 \$0 \$197,943	\$197,943 \$0 \$197,943	\$0 \$0 \$0	\$194,484 \$194,484	\$O	\$0	\$3,459 \$3,459	\$3,459 \$0 \$3,459
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Sep-97	p-97 1997 CURRENT PLANNED EXPENDITURES RECAP												
BRAND	TOTAL CURRENT <u>PLANNED</u>	PREVIOUS CURRENT <u>PLANNED</u>	DIFF. C.P.E. VS. P.P.E.	ON ESTIMATE	MAINTENANCE RESERVE	NOT-ON-ESTIMATE OR EXTRA POSTING RESERVE	TOTAL \$ NOT ON ESTIMATE						
TOTAL CORPORATE COMBINED					<u></u>	DIRECT		<del></del>					
- CORPORATE POOL	\$15,510,996	\$15,547,823	(\$36,828)	\$15,304,605	\$48,884	\$0	\$157,507	\$206,391					
- OUT-OF-POCKET	\$25,361,221	\$25,370,557	(\$9,336)	\$24,724,503	\$70,762	\$0	\$175,630	\$246,392					
- CORPORATE HISPANIC	\$710,312	\$710,312	\$0	\$710,312	\$0	\$0	\$0	\$0					
- CORPORATE BLACK	\$1,565,480	\$1,565,480	\$0	\$1,565,480	\$0	\$0	\$0	\$0					
- IN STORE	\$279,547	\$279,547	\$0	\$279,547	\$0	\$0	\$0	\$0					
TOTAL	\$43,427,555	\$43,473,719	(\$46,163)	\$42,584,447	\$119,646	\$0	\$333,137	\$452,783					
TOTAL 1995 OUT OF HOME													
- MARLBORO POOL (excluding Hisp)	\$60,498,099	\$60,772,422	(\$274,323)	\$60,462,629	\$0	\$0	\$35,470	\$35,470					
- CORPORATE POOL	\$15,510,996	\$15,547,823	(\$36,828)	\$15,304,605	\$48,884	\$0	\$157,507	\$206,391					
- OUT-OF-POCKET (excluding Hisp)	\$26,376,613	\$26,448,583	(\$71,970)	\$25,731,356	\$70,762	\$0	\$184,169	\$254,931					
- CORPORATE HISPANIC	\$710,312	\$710,312	\$0	\$710,312	\$0	\$0	\$O	\$0					
- CORPORATE BLACK	\$1,565,480	\$1,565,480	\$O <b>[</b>	\$1,565,480	\$0	\$0	\$0	\$0					
- IN STORE	\$279,547	\$279,547	\$0	\$279,547	\$0	\$0	\$0	\$0					
- MARLBORO HISPANIC	\$2,131,423	\$2,131,423	\$0	\$2,127,759	\$0	\$0	\$3,664	\$3,664					
- STADIA & SMOKING LOUNGES	\$4,600,000	\$4,600,000	\$0	\$0	\$0	\$4,600,000	\$0	\$4,600,000					
GRAND TOTAL 1997 OOH	\$111,672,469	\$112,055,590	(\$383,120)	\$106,181,688	\$119,646	\$4,600,000	\$380,810	\$5,100,456					

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MAPLEONIO REDS CURRENT PLANNED EXPERIDITURES													PAGE 1			
RSTIMATE #		JANUARY	FEBRUARY	MARÇH	APRIL	MAY	JUNE	TULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL MARLBORO	MARLBORO TOTAL CHANGE	PREVIOUS TOTAL MARLEOED
7003 7012 7017 7020 7021 7022 7023 7024 7030 7031 7034 7035 70735 70735 707110 7115 71141 7148	MARIBORO POOL  MARIBORO MAINTENANCE RESERVE SUMMER IMPACT-EXTRA POSTING RESERVE (MILMP) BULLETIN - MARQUEE SIGNS (MILMP) MARIBORO SOLVARES 30 SHEET (MILMP) BULLETIN - 19.5X48  MILMP) BULLETIN - 19.5X48  MILMP) BULLETIN - BACKLIGHT 19°7 X 48°  MILMP) BULLETIN - BACKLIGHT 20°X50°  (MILMP) MARIBORO DCP PROGRAM  MILMP) BULLETIN - 20°X50°  (MILMP) BULLETIN - PURE PAINT  MILMP) BULLETIN - PURE PAINT  MILMP) BULLETIN - HEX FACE  (MILMP) BULLETIN - HEX FACE  (MILMP) BULLETIN - PERTICAL  (MILMP) TRANSIT - PARKING GARAGE  MILMP) TRANSIT - PARKING GARAGE  MILMP) TRANSIT TAXI TOP	\$10,136.08 \$80,954.1 \$784,703.70 \$1,087,390.56 \$433,023.64 \$99,613.18 \$80,652.22 \$565,599.81 \$416,310.78 \$65,947.71 \$138,928.20 \$544,544.82 \$107,912.73 \$64,427.45 \$40,200.00 \$17,0718.75	\$10,136.08 \$3,638.08 \$800,925.16 \$733,167.61 \$433.023.64 \$98,613.16 \$101,191.40 \$44,024.19 \$441,290.42 \$47,988.61 \$141,399.88 \$474,574.80 \$112,489.88 \$474,574.80 \$112,489.80 \$10,00.06 \$172,718.75 \$43,370,676.29	\$433.023.64 \$98,613.18 \$115,888.41 \$540,689.81 \$410,560.06 \$47,988.61 \$151,035.06 \$448,073.91 \$134,937.12 \$54,427.45 \$26,800.00 \$7,300.05 \$170,718.75	\$10.136.08 \$336,024.32 \$1,310,141.74 \$433,023.64 \$99,813.18 \$145,293.79 \$490,813.18 \$147,988.61 \$4,016.43 \$4,016.43 \$50,823.91 \$112,094.69 \$54,427.45 \$26,800,00 \$170,716.75 \$44,283,516.96	\$10,136,08 \$21,314,77 \$228,100,36 \$1,301,957,29 \$433,023,64 \$98,813,18 \$195,182,95 \$551,497,56 \$4,016,43 \$4,016,43 \$4,7988,61 \$141,502,53 \$468,671,84 \$134,570,40 \$64,427,46 \$26,800,90 \$111,488,00 \$17,900,03 \$111,488,00 \$17,918,75 \$4,107,449,98	\$10,136.08 \$3,638.08 \$1,033.089.98 \$433.023.64 \$98,813.18 \$170,912.69 \$683,224.99 \$413,877.34 \$144,279.56 \$437,874.27 \$111,810.20 \$111,480.00 \$170,718.76	\$10,136.08 \$3,638.08 \$776,280.23 \$934,595.29 \$433,023.64 \$100,290.14 \$145,628.83 \$410,608.90 \$47,988.61 \$144,188.11 \$568,116.70 \$112,094.60 \$73,00.05 \$111,488.00 \$73,00.05 \$111,488.00 \$170,718.76	40 00 \$10,135.08 \$3,038.08 \$751,359.57 \$404,508.09 \$433,023.64 \$100,290.11 \$189,904.62 \$590,527.02 \$415,328.90 \$47,988.61 \$144,188.11 \$462,805.09 \$127,570.29 \$127,570.29 \$127,570.29 \$141,488.00 \$170,770.78 \$170	\$0.00 \$10,133.09 \$3,633.08 \$795,530.82 \$1,303,400.27 \$433,023.64 \$100,290.14 \$189,574.53 \$711,171.53 \$711,171.53 \$140,608.90 \$47,988.61 \$144,188.11 \$467,431.30 \$112,094.80 \$112,094.80 \$47,300.05 \$111,488.11 \$48,000.00 \$10,200.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$111,488.00 \$10,000.05 \$10,00	\$0.00 \$10,133.09 \$4,633.03 \$798,485.82 \$1,303,642.18 \$430,229.64 \$100,290.14 \$147,203.16 \$4728,174.34 \$409,114.23 \$47,980.61 \$144,188.11 \$565,312.37 \$112,094.09 \$112,094.09 \$13,000.00 \$13,480.00 \$13,480.00 \$13,480.00 \$13,480.00 \$13,480.00 \$13,480.00 \$13,480.00 \$13,480.00 \$108,815.25 \$5,012,739,71	\$0.00 \$10,136.09 \$3,638.08 \$798,764.02 \$1,327,349.35 \$433,023.64 \$100,290.14 \$147,863.24 \$694.465.85 \$415,328.90 \$47,988.61 \$144,300.25 \$42,885.89 \$112,094.60 \$112,094.60 \$111,094.60 \$41,093.95 \$42,685.89 \$41,043.95 \$43,900.05 \$111,488.00 \$108,255.00	\$0.00 \$10,136,09 \$3,638,08 \$122,397.68 \$1,292,519.44 \$428,486.64 \$100,489.81 \$147,203.16 \$694,400.68 \$133,834.23 \$47,988.61 \$139,875.21 \$422,856.69 \$127,552.68 \$54,043.95 \$26,800.00 \$111,488,00 \$192,940.25 \$44,959,022.26	\$0.00 \$121,633.00 \$148,649.70 \$8,416,944.78 \$13,289,618.20 \$6,131,746.68 \$1,194,816.59 \$1,777,400.00 \$7,389,943.51 \$4,136,395.52 \$533,822.42 \$1,719,546.88 \$6,843,018.99 \$1,417,325.88 \$650,444.90 \$335,000.00 \$13,23,566,00 \$1,885,972.87 \$55,572,536.52	[\$84,056.37) [\$4,637.00] [\$0,00] [\$5,792.70 [\$0,00] [\$4,00] [\$4,425.00] [\$294.38] [\$0,00] \$0,00 \$0,00 \$0,00 \$6,770.138]	\$187,314.00 \$121,633.00 \$149,534.49 \$6,420,567.34 \$13,353,684.57 \$5,186,283.86 \$1,177,400.00 \$7,313,250.81 \$1,777,400.85 \$5,877,690.81 \$1,723,970.88 \$5,937,569.38 \$1,417,620.24 \$650,444.90 \$335,000.00 \$47,630.60 \$1,533,650.00 \$1,533,650.00 \$1,533,650.00 \$1,533,650.00 \$1,533,650.00 \$1,533,650.00 \$1,533,650.00
7008 7025 7026 7105 7145	OUT-DE-POCKET MARL CORP. TAKEOVER EXTRA POSTINGS PHOFHE 2000 SYSTEM (CORP) NF PAPER POOL (OOP) 20X00 BULLETIN (OOP) 13*G*X48* BULLETIN (MCDP) BACKUGHT 30-SHEETS (CORP) TAXI YOPS	\$536.58 \$175.00 \$5.129.05 \$17,677.39	\$536.58 \$176.00 \$17,677.39 \$17,852.39	4538.58 \$175.00 \$17,677.39 \$17,852.39	\$536.58 \$175.00 \$5,129.06 \$17,577.39 \$22,981.45	#636.58 \$175.00 \$14,347.81 #5,129.06 \$17,077.39	\$836.58 \$175.00 \$9,849.06 \$18,946.86 \$17,877.39	\$536.58 \$175.00 \$9,849.06 \$17,181.78 \$17,677.39	\$535,58 \$175,00 \$5,129,06 \$17,677.30 \$96,324,00 \$119,305.45	\$535,58 \$175,00 \$14,347,81 \$5,129.00 \$17,677.39 \$27,215,37 \$64,644.63	\$536.56 \$176.00 \$19,918.39 \$5,129.06 \$17,677.39	\$536.58 \$175.00 \$17,677.39	\$536.58 \$175.00 \$5,129.06 \$17,677.39	\$6,438.98 \$2,100.00 \$48,614.01 \$55,601.54 \$35,128.64 \$212,128.68 \$123,539.37 \$484,551.20	\$0.00 \$0.00 (\$5,570.58) (\$0.00) \$0.00 \$0.00 (\$63,502.38) (\$62,634.00)	\$0.00 \$2,100.00 \$54,134.59 \$55,601.54 \$36,128.84 \$212,128.08 \$187,041.75 \$547,185.20
	STADIA	\$375,000.00	\$375,000.00	\$375,000.00	4375,000.00	\$375,000.00	<b>\$375,000.00</b>	\$376,000.00	\$375,000.00	\$375,000.00	\$375,000.00	\$375,000.00	¢375,000.00	\$4,500,000.00	\$0.00	#4,500,000.00

<u>\$5,196,366.65</u> <u>\$4,771,762.01</u> <u>\$4,655,762.47</u> <u>\$4,659,831.74</u> <u>\$4,528,112.57</u> <u>\$5,038,96,98</u> <u>\$5,198,453.46</u> <u>\$5,090,316.37</u> <u>\$5,483,699.49</u> <u>\$6,438.972.89</u> <u>\$6,302,977.06</u> <u>\$5,365,327.05</u> <u>\$60,657,087.72</u> (\$334,255.15) \$60,691,343.87

(\$0.00) \$100,000.00

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\$8,333.33

Proposed by Leo Burnett USA

SMOKING LOUNGES

GRAND TOTAL

	MARLBORO LIGHTS CURRENT PLANNED EXPENDITURES										TOTAL	PREVIOUS
	Sep-97	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	<u> 3ULY</u>	AUGUST	TOTAL	MARL LIGHTS	TOTAL
		VALVAUI.	LONGAN	<u>INANUII</u>	ALINE	MAL	TOME	3011	Augusi	MARL LIGHTS	<u>CHANGE</u>	MARL LIGHTS
ESTIMATE #												
							•				•	
7012	MARLSORO POOL (MLMP) MARL SQUARES 30-SHEET				\$456,845.85	<b>\$453,506.39</b>				\$910,352.2 <b>4</b>	40.00	4040 2 tt 0 2 d
7017	(MLMP) BULLETIN - 19,5X48	\$242,616,81	\$550,874.07	\$532,413.96	1-100,0-10.00	4-100,000.00	\$271,534,65	\$242,752.37	\$271,430,44	\$2,111,622,30	\$0.00 \$0.00	\$910,352,24 \$2,111,622,30
7023	(MLMP) MARL POSTING 14X48			·	\$1,081.67		\$142,737.25	.,	\$117,277.26	\$261,096.18	\$0.00	\$261,096.18
7024	(MLMP) BULLETIN 20'X60'		•		\$415,938.40	\$414,935.40				\$830,873.80	\$0.00	\$830,873.80
7034	(MLMP) BULLETIN FLEX FACE	A040 010 01	1000 004 00	4500 440 00	1077 077 07	1000 111 50	\$27,826.37			\$27,826.37	\$0,00	\$27,826.37
		\$242,616.81	\$550,874.07	\$532,413.96	\$873,865.92	\$868,441.79	\$442,098.27	\$242,752.37	\$388,707.70	\$4,141,770.89	\$0.00	\$4,141,770.89
	•											
7026	OUT OF POCKET (OOP) 19'6"X48' BULLETIN						44 700 00	40 707 10				
7020	(HSOP) 10'6X36 BULLETIN						\$4,760.32 \$2,900.83	\$6,525.40		\$11,285.72 \$2,900.83	00,08 00,08	\$11,285.72 \$2,900,83
	,	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,661.15	\$6,525.40	\$0.00	\$14,186.55	\$0.00	\$14,186.55
	•											
				1								
	GRAND TOTAL	\$242,616.81	\$550,874.07	\$532,413.96	\$873,865,92	\$868,441.79	\$449,759.42	\$249,277.77	\$388,707.70	\$4,155,957.44	\$0.00	\$4,155,957.44

	SEPTEMBER 1997					MARLBORG H	RSPANIC CURRENT	PLANNED EXPEND	TURES							PAGE 1 PREVIOUS
		YRAUNAL	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	DCTOBER	NOVEMBER	DECEMBER	HISPANIC TOTAL	GROSS CHANGE	HISPANIC TOTAL
ESTIMAT	<u>E#</u>															
7037 7038	HISPANIC POOL SUMMER IMPACT X-POSTING RESERVE (HSP) 10°C X 36 BULLETN (HSMP) BULLETIN	\$305.33 \$2,900.83 \$64,898.04 \$68,104.20	\$306.33 \$2,900.63 \$68,008.07 \$71,212.23	\$305.33 \$2,900.83 \$68,006.07 \$71,212.23	\$305.33 \$2,900.83 \$72,431,07 \$75,637.23	\$305.33 \$2,900.83 \$72,431.07 \$75,637.23	\$305.33 \$2,900.83 \$72,431.07 \$75,637.23	\$306.33 \$0.00 \$68,488.74 \$58,794.07	\$305.33 \$2,900.83 \$67,700.25 \$70,908.41	\$305.34 \$2,900.63 \$67,700.25 \$70,908.42	\$305.34 \$2,900.83 \$67,700.25 \$70,906.42	\$305.34 \$2,900.83 \$67,700.26 \$70,906.42	\$305.34 \$2,900.83 \$67,700.25 \$70,906.42	\$3,664.00 \$31,909.13 \$825,193.38 \$860,766.61	\$0.00 \$0.00 \$0.00	\$3,664.00 \$31,909.13 \$825,193.38 \$860,786.51
7129 7171 7172	HISPANIC (OOP) HISOP) BUS SHELTER (HISOP) B - SHEET (HISOP) 30 - SHEET	\$0.00	\$0.00	<b>\$0.00</b>	\$22,025.00 \$37,340.11 \$74.417.66 \$133,782.77	\$27,625.00 \$33,898.44 \$70,897.33 \$132,420.77	\$25,247.47 \$84,969.81 \$110,217.28		\$27,625.00 \$55,878.33 \$146,240.31 \$229,741.64	\$25,075.38 \$86,415.31 \$111,490.69	\$27,625.00 \$59,145.91 \$155,867.14 \$242,638.05	\$5,600.00 \$4,681.00 \$10,281.00	\$27,625.00 \$37,340.11 \$79,078.66 \$144,043.77	\$138,125.00 \$295,729.55 \$779,335.70 \$1,213,190.25	\$0.00 \$0.00 \$0.00	\$138,125.00 \$295,729.55 \$779,335.70 \$1,213,180.25
7093 7095 7130	HISPANIC RACING (HSOP) RACE - 8 SHEET (HSOP) RACE - 30 SHEET (HSOP) RACE - BUS SHELTER	\$0.00	\$3,316.76 \$5,1\$9.55 \$5,525,00 \$14,003.30	\$20,256,66 \$23,206,66 \$43,463.32	<b>\$0.00</b>	<b>#0.00</b>	\$0.00	40.00	\$0.00	<b>\$</b> 0.00	\$0.00	<b>₹</b> 0.00	\$0.00	\$23,575.41 \$28,366.21 \$5,525,00 \$57,498.62	\$0.00 \$0.00 \$0.00	\$23,575.41 \$28,365.21 \$8,525.00 \$57,466.62
	TOTAL	\$68,104.20	<b>\$85,215</b> ,53	\$114.675.5 <b>6</b>	\$209,420.00	\$208.058.00	\$185,864.51	<b>\$</b> 167,388.35	\$300,648.05	\$182,397.11	<b>‡313,544.47</b>	\$81,167.42	\$214,950.19	<b>\$2,131,423.38</b>	\$0.00	<b>\$2,127,759.38</b>

MARI	Atito	RACING	CURRENT PL	ANNED	EXPENDITURES

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Sep-97										
	FEBRUARY	MARCH	<u>APRIL</u>	<u>MAY</u>	JUNE	JULY	AUGUST	MARLBORO RACING	GROSS <u>CHANG</u> E	PREVIOUS MARLBORO RACING
TAKEOVERS (CUT-INS) RACING SQUARES EXTRA POSTINGS (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) BURLETIN - 19.5 X 48 (MLMP) MARLBORO POSTING (14X48) (MLMP) BUS SHELTERS BULLETIN EXTRA POSTING RESERVE	\$3,950.00 \$4,818.94 \$40,468.09 \$14,300.00 \$4,687.42 \$68,223.86	\$3,950.00 \$118,356.97 \$97,711.84 \$4,687.43 \$224,706.24	\$3,950.00 \$11,069.88 \$36,259.44 \$4,687.43 \$55,966.75	\$3,960,00 \$12,730,23 \$42,007,98 \$29,311,35 \$4,687,43 \$92,686,99	\$3,950.00 \$27,868.65 \$16,725.51 \$4,687.43 \$53,231.59	\$3,950.00 \$18,027,43 \$65,458.51 \$4,687,43 \$92,123.37	\$3,950.00 \$44,816.41 \$119,311.10 \$24,087.73 \$4,687.43 \$196,852.67	\$27,650.00 \$297,687.91 \$417,942.47 \$53,399.08 \$14,300.00 \$32,812.00 \$783,791.46	\$0.00 \$0.00 (\$2,700.88) \$0.00 \$0.00 \$0.00 (\$2,700.88)	\$27,650.00 \$237,687.91 \$420,643.35 \$53,399.08 \$14,300.00 \$32,812.00 \$786,492.34
OUT-OF-POCKET (AROP) BULLETIN 14'X4B (AROP) 30-SHEET (AROP) TRANSIT - BUS SHELTER	\$8,509.76 \$25,797.74 \$25,460.00 \$59,767.50	\$139,217.52 \$139,217.52	\$0.0b \$0.08	\$102,915.20 \$102,915.20	\$4,867.50 \$4,867.50	\$38,939.99	\$170,946.54 \$170,946.64	\$465,396.51 \$25,797.74 \$25,460.00 \$516,654.25	\$0.00 \$0.00 \$0.00	\$465,396.51 \$25,797.74 \$25,460.00 \$516,654.25
	TAKEOVERS (CUT-INS)  RACING SOUARES EXTRA POSTINGS (MLMP) MARLBORO SOUARES 30-SHEET (MLMP) BULLETIN - 19.5 X 48 (MLMP) MARLBORO POSTING (14X48) (MLMP) BUS SHELTERS BULLETIN EXTRA POSTING RESERVE  OUT-OF-POCKET (AROP) BULLETIN 14*X4B (AROP) 30-SHEET	TAKEOVERS (CUT-INS) RACING SOUARES EXTRA POSTINGS (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) BULLETIN - 19.5 X 48 (MLMP) BULLETIN - 19.5 X 48 (MLMP) BUS SHELTERS (MLMP) STAN POSTING RESERVE (MROP) BULLETIN 14'X4B (MROP) BULLETIN 14'X4B (MROP) BULLETIN 14'X4B (MROP) TRANSIT - BUS SHELTER (MROP) \$25,797.74	TAKEOVERS (CUT-INS) RACING SOUARES EXTRA POSTINGS (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) BULLETIN - 19.5 X 49 (MLMP) BULLETIN - 19.5 X 49 (MLMP) BUS SHELTERS (MLMP) SUS SHELTER (MLMP) SUS SHELTERS (MLMP) S	TAKEOVERS (CUT-INS) RACING SQUARES EXTRA POSTINGS (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) BULLETIN - 19.5 x 48 (MLMP) BULLETIN - 19.5 x 48 (MLMP) BUS SHELTERS (MLMP) STANDARD (ML	FEBRUARY   MARCH   APRIL   MAY	FEBRUARY   MARCH   APRIL   MAY   JUNE	## FEBRUARY MARCH APRIL MAY JUNE JULY    TAKEOVERS [CUT-INS]	FEBRUARY   MARCH   APRIL   MAY   JUNE   JULY   AUGUST	TAKEOVERS [CUT-INS] RACING SQUARES STRA POSTINGS RACING SQUARES SO-SHEET (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) MARLBORO POSTING (14X48) (MLMP) MARLBORO POST	FEBRUARY   MARCH   APRIL   MAY   JUNE   JULY   AUGUST   RACING   CHANGE

\$127,991.35 \$363,923.76 \$55,966.75 \$195,602.19 \$58,099.09 \$131,063.36 \$367,799.21 \$1,300,445.71 {\$2,700.88} \$1,242,684.59

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Prepared by Leo Burnett USA

GRAND TOTAL

Sep-97

ESTIMATE #  CLIENT RUDGETARY ITEMS -	JANUARY	FEBRUARY	MARCH	<u>APRIL</u>	ХАМ	TUNE	JULY	AUGUST	<u>SEPTEMBER</u>	OCTOBER	NOVEMBER	DECEMBER	TOTAL CLIENT BUDGETARY	CHANGE	PREVIOUS CLIENT BUDGETARY
7001 TRANSIT- CORP. AIRPORT-BACKLIGHT DIORAMA 7047 SPECIAL OUTDOOR PRODUCTION - STADIUMS 7077 SPEC PROMOTION MINOR LEAGUE BASEBALL PKS/VERTI. 7600 (MLMP) MARLBORO PAINTED WALL GRAPHICS PROGRAM SUBTOTAL	\$860.00 \$1,411,43 \$2,271.43	\$80.00	\$860.00 \$15,865.20 \$16,726.20	\$860.00	\$880.00	\$360.00 \$15,487.49 \$16,347.49	\$8,900.00 \$919.42 \$9,819.42	\$9,395,00 \$11,376,66 \$20,771.66	\$9,395.00 \$17,476.78 \$26,871.78		\$9,395.00 \$9,395.00		\$61,035.00 \$42,730,35 \$2,330.85 \$17,478.78 \$123,572.98		\$61,035.00 \$42,730.35 \$2,330,85 \$0,00 \$106,096.20
GRAND TOTAL	<b>\$2.271.43</b>	\$860.00	\$16.726.20	#860.00	\$860.00	<b>\$16 347 4</b> 9	\$9.819.42	\$20.771.66	<b>426.971.78</b>	\$9 395 OO	49 305 M	£0 905 NA	\$122 F72 00	<b>\$17.47£.70</b>	4100 OBC 20

C	0.7	

ESTIMA"	TE #	JANUARY	FEBRUARY	MARCH	<u>APRIL</u>	MAY	Tine	Tricx	AUGUST	<u>SEPTEMBER</u>	<u>OCTOBER</u>	NOVEMBER	DECEMBER	701лі <u>В</u> &Н	GROSS CHANGE	PREVIOUS MONTHS BILLING
7005 7006 7007 7092 7140	CORPORATE EXTRA POSTING RESERVES MAINTENANCE RESERVES (CORP) 14X4B BULLETIN (CORP) 19F-X4B BULLETIN PO- (CORP) 20'X60' BULLETIN POOL (CORP) 30-SHEET POOL (CORP) BUS SHELTERS		\$0.00	\$0.00	\$5,621,71 \$184,971,83 \$8,425,05 \$47,221,62 \$12,205,00 \$235,445,21	\$5,621.71 \$164.971.83 \$5,425.05 \$47,221.62 \$12,205.00 \$235,445.21	\$5,621.71 \$164,971.83 \$5,425.05 \$47,221.62 \$12,205.00 \$235,445.21	\$5,621.71 \$164,480.16 \$5,425.05 \$47,221.62 \$12,205.00 \$234,953,54	\$0,00	\$0.00	\$5,621.71 \$164,971.83 \$5,425.05 \$47,221.62 \$12,205.00 \$235,445.21	\$5,621.71 \$164,971.83 \$5,425,05 \$47,221.62 \$12,205,00 \$235,445.21	\$0,0\$	\$24,084.00 \$1,243.00 \$33,730.26 \$989,339.31 \$32,550.30 \$283,329,72 \$73,230.00 \$1,437,506.59	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	\$1,243.00 \$33,730.26 \$989,339.31 \$32,550.30 \$283,329.72 \$73,230.00
7011 7098 7111	OUT-OF-POCKET (DOP) BULLETIN POOL (OOP) 30 SHEET (OOP) HAWAH MALL DIOS	\$0.00	\$0.00	\$0.00	\$290,794.95 \$327,252.68 \$52,628.00 \$670,675.63	\$317,563,40 \$327,252,68 \$52,628,00 \$697,434,08	\$316,287.85 \$252,333.36 \$52,628.00 \$621,249.21	\$310,486.18 \$280,541.89 \$52,628.00 \$623,659.07	\$8,604.16 \$8,604.18	\$306,865.85 \$260,541.89 \$567,507.74	\$3,981.85 \$3,961.85	\$311,784.18 \$260,641.89 \$572,326.07	\$52,628.00 \$52,628.00	\$1,886,438.42 \$1,688,464.39 \$263,140.00 \$3,818,042.81	\$0.00 \$0.00 \$0.00 \$0.00	\$1,688,464.39 \$263,140.00
7011 7098 7103 7104	BLACK ODP (OOP) BULLETINS (OOP) 30-SHEETS (AA) 3-SHEETS (AA) 30-SHEETS	\$0.00	\$0.00	\$0.00	\$18,888.09 \$98,090.96 \$5,546.00 \$84,580.41 \$207,105.46	\$18,888.09 \$98,090.96 \$5,546.00 \$84,580.41 \$207,105.46	\$18,888.09 \$70,698,45 \$2,822.17 \$68,321.01 \$160,727,72	\$18,888.09 \$70,073.36 \$2,8221.07 \$66,321.07 \$160,104.63	\$0.00	\$18,888.09 \$70,073.36 \$2,822.17 \$68,321.01 \$160,104.63	\$0.00	\$18,888.09 \$70,073.36 \$2,822.17 \$68,321.01 \$160,104.63	\$0.00	\$113,328.54 \$477,098.45 \$22,380.68 \$442,444.86 \$1,055,252.53	\$0.00 (\$0.00) \$0.00 \$0.00	\$477,098,45 \$22,380.68 \$442,444,86
7011 7172	HISPANIC GOP (OGP) HISPANIC BULLETINS (GOP) HISPANIC 30-SHEETS	\$0.00	\$0.0 <del>0</del>	\$0.QQ	\$48,232.69 \$77,819.02 \$126,051.71	\$51.182.69 \$77.819.02 \$129,001.71	\$51,084,15 \$80,936,16 \$112,020,31	\$50,297.47 \$66,081.95 \$116,379.42	\$0.00	\$47,347,47 \$66,081.95 \$113,429.42	\$0,00	\$47,347,47 \$66,081.95 \$113,429.42	\$0.00	\$295,491.94 \$414,820.05 \$710,311.99	\$0.00 \$0.00 \$0.00	\$414,820.05
7133 7134	CLUB B&H (OOP) BUS KINGS CLUB B&H (OOP) BUS SHELTERS CLUB G&I	÷0.00	\$0.00	\$0.00	\$0.00	\$102,525,00 \$50,765.00 \$153,290.00	\$115,350.00 \$18,400.00 \$133,750.00	\$91,900.00 \$11,385.00 \$103,285.00	\$0.00	\$0,00	\$0.00	\$0.60	\$0.00	\$309,775.00 \$80,550.00 \$390,325.00	\$0.00 \$0.00 \$0.00	\$80,660.00
	GRAND TOTAL	\$0.00	\$0.00	\$0.00	\$1,239,278.01	\$1,422,276.46	\$1,263,192.46	\$1,238,378.66	\$8,604.16	\$841,041.79	\$239,407.06	\$1,081,305,33	\$52,628,00	\$7,411.438.92	\$0.00	\$7,411,438.92

BASIC CURRENT PLANNED EXPENDITURES PAGE 1

	Sep-97															PREVIOUS
ESTIMATE	ı.	JANUARY	EEBRUARY	<u>MARCH</u>	APRIL	MAY	TUNE	YULY	<u>AUGUŞT</u>	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BASIC	GROSS CHANGE	MONTHS BASIC
7005 7006 7007 7092 7146	CORPORATE POOL EXTRA POSTING RESERVE MANTENANCE RESERVE ICORP BULLETIN 14"X48" ICORP BULLETIN 1-13.5X48 ICORP BULLETIN 2-20X60 ICORP 30 SHEET ICORP, TRANSIT - TAXI YOP	\$4,590.20 \$93,121,28 \$15,618,92 \$31,086,11	\$33.608.35 \$146.342.22 \$31,501.08 \$69,186.35 \$53,613.00 \$334,250.00	\$29,018.15 \$52,971.18 \$15,684.16 \$38,099.24 \$53,813.00	50,00	\$0.00	\$33,608.35 \$143,286.37 \$31,501.08 \$69,185.35 \$53,613.00 \$331,196.75	\$33,608.35 \$142,846.47 \$31,501.08 \$69,185.35 \$63,613.00 \$330,754.25	60.00	\$33,608.36 \$143,258.97 \$31,501.08 \$69,185.3 \$56,167,50	\$33,608,35 \$142,845,47 \$31,501.08 \$69,185,35 \$63,613.00 \$330,754,25	\$0,00	40.90	\$38,308 00 \$21,320 00 \$201,650.10 \$864,705.55 \$189,006.48 \$415,112.10 \$324,232.50	\$0.00 \$0.00 \$0.00 (\$6.108.50) \$0.00 \$0.00 (\$6,108.50)	\$21,320.00 \$201,650.10 \$870,812.06 \$189,006.48 \$415,112.10 \$324,232.50
			V00-1230.00	710000			b.					,	,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
7011 7013 7018 7025 7026 7060 7061	QUI_GE-POCKET IOOPI BULLETIN POOL IOOPI BASIC 10'8"X36" (CORPI PREMIER PANEL 30-SHEET IOOPI 20 x 60 BULLETINS IOOPI 19'8 X 48" CORP, BULLETINS IISI CONVENIENCE STORES 8US SHELTERS IISI CONVENIENCE STORES 2-SHEETS IOOPI 30-SHEET	\$376,985,13 \$31,093,00 \$656,572,55	\$716,511.52 \$41,536.06 \$4,720.00 \$53,826.69 \$966,393,53	\$783,533.51 \$21,970.61 \$49,943.53 \$4,720.00 \$31,301.45	\$426,379.07 \$4,428.00 \$31,093.00 \$2,530.00 \$10,120.00 \$588,903.95	\$369,468.69 \$4,425.00 \$31,093.00 \$2,530.00 \$10,120.00 \$538,026.77	\$777,020.01 \$22,454.41 \$41,638.06 \$30,119.51 \$2,530.00 \$10,120.00 \$1,028,861.32	\$786,876.83 \$21,038.41 \$41,536.08 \$2,532.08 \$2,530.00 \$10,120.00 \$1,021,283.67	\$368,169.70 \$4,425.00 \$31,093.00 \$10,120.00 \$10,120.00 \$542,828.39	\$754,839.19 \$21,038.41 \$36,414.79 \$4,720.00 \$26,239.26 \$2,530.00 \$10,120.00 \$997,200.85	\$638,524.35 \$16,693.74 \$22,331.56 \$4,720.00 \$53,826.69 \$2,530.00 \$10,120.00 \$912,327.40	\$10,685.98	8E.888.0¢¢	\$6,000,268.10 \$116,370.88 \$357.670.12 \$18,880.00 \$197,848.69 \$17,710.00 \$70,840.00	\$0.00 (\$0.01) (\$0.09) \$0.00 \$5,062.20 \$0.00 \$0.00 (\$0.01)	\$116,370.59
7098 7178 7190 7191	(OUP) 30-SHEET (MEGA VOLUME) (OOP) TRANSIT TRUCK STOP POSTERS (OUP) TRANSIT TRUCK STOP PHONE FACTS	\$27,479,76 \$994,110.44	\$37,195.10 \$14,899.50 \$47,365.03 \$1,882,437.43	\$38,894.30 \$14,903.50 \$47,346.43 \$1,996,794.93	\$28,217.26 \$1,101,688.28	\$26,636.08 \$982,299.52	\$40,257.20 \$14,875,26 \$47,356.74 \$2,014,830.51	\$40,257.20 \$14,867.25 \$47,343.00 \$1,990,384.60	\$26,636.05	\$40,257.20 \$1,893,339.70	\$38,297.42	\$430.70 \$11,317.68	\$430.70 \$11,317.68	\$344,988.96 \$58,545.61 \$185,401.20 \$15,563,674.98	\$0.00 \$0.00 (\$0.00) \$5,062.09	\$344,988.96 \$69,546.51 \$185,401.20

\$1,138.724.95 \$2,216.087.43 \$2,186,180.05 \$1,101,698.28 \$982.299.52 \$2,346.027.26 \$2.321.138.85 \$982.299.52 \$2,27.090.96 \$2,020.028.41 \$11,317.68 \$11,317.68 \$17,518.508.82 (\$1,044.41) \$17,519.553.28

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TOTAL

EST(MA	Sep-97	JANUARY	FEBRUARY	MARCH	APRIL	MAY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	<u>DECEMBER</u>	VIRGINIA SLIMS 100°S	CHANGE VIRGINIA SLIMS	PREVIOUS MONTHS BILLING
*	CORPORATE POOL												_	- 0-
	EXTRA POSTING RESERVES											\$55,542.00	00.00 00.00	\$55,542.00 \$11,002.00
	MAINTENANCE RESERVE	4r cot 71	451 504 60	\$30.521.67	\$24.893.98	\$29,079.13	\$13,751,91	\$30,110.64		£29,079.13	\$26,981,67	\$11,002.00 \$211,650,62	\$0.00	\$211,650.62
7005	(CORP) BULLETIN - 14' X 48'	\$5,621.71 \$164,971.83	\$21,604.80 \$514,941.05	\$581,456.28	\$416,484.45	\$414,958.32	\$322,795.43	\$474.868.26	\$26,485.11	\$400,214.22	\$471,195.13	\$3,788,370.08	(\$9,159.75)	43,797,529.83
7006 7007	(CORP) BULLETIN - 19.5 X 48 (CORP) BULLETIN 20 X 60	\$5,425.05	4143,752.47	\$159,569.39	\$154,144.34	\$154,144.34	\$69,187.33	\$159,981.90	\$2,472.10	4170,373.77	\$125,381.36	\$1,144,432,05	\$0.00	\$1,144,432.05
7092	(CORP) 30 - SHEET	40,420.00	\$53,975.15	\$87,249,17	\$40,027,55	\$40,027.55	\$80,495,64	\$53,975.15	¢6,753.53	¢40,027.55	\$80,495.64	\$483,026.93	\$0.00	\$483,026.93
7116	(CORP) TRANSIT PARKING GARAGE		\$33,935,00	\$33,935,00	\$33,935,00	\$33,935.00	100,100,0	\$33,935.00	*1,490.00	\$33,935.00	\$32,445.00	\$237,545.00	\$0.00	\$237,545.00
7110	(CORP) TRANSIT - BUS SHELTERS		\$43,480.00	\$43,480.00	\$31,275,00	\$31,275.00	\$12,205.00	\$43,480.00	\$31,275.00	\$31,275.00	\$12,205.00	4279,950.00	\$0.00	\$279,950,00
7145	(CORP) TRANSIT TAXL TOP		\$90,717.75	\$90,717.76	\$90,717.75	\$90,717.75	**-,	VV	***********	\$89,125.00	\$89,125.00	\$541,121,00	(\$8,791.75)	\$549,912,75
7140	(OOR) TRANSIT TAN 1ST		100/11/11	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	700,7.11.1									00.00
		\$176,018.59	\$902,406.22	\$1,026,929.26	\$791,484.05	\$794,137.09	\$498,435.31	\$796,350.95	\$68,475.74	\$794,029,67	\$837,828.80	\$6,752,639.6B	(\$17,961.50)	\$6,770,591.18
7011	OUT-OF-POCKET (OOP) BULLETIN POOL		\$106,127.51	<b>\$87,039.06</b>	\$46,883.03	\$87,039.08	\$87,039,08		\$78,424.42	\$78,424.42	\$31,541,39	4602,517,95	\$0.00	\$802,517.95
7025	(OOP) 20X60 BULLETIN		\$4,818.33	407,033.00	440,000.00	757,055.00	707,000.00		4.04.12.11.12	170712 1112	14.,01.100	\$4,818.33	\$0.00	\$4,818.33
7025	(OOP) 30-SHEET		\$210,580.46	\$182,608.75	\$88,402.47	\$182,054,98	\$182,608,75		\$144,510.63	\$192,187.37	\$71,406.07	\$1,254,359,46	\$0.00	\$1,254,359.46
7111	(OOP) HAWAII MALL DIOS		\$52,449.60	\$52,449.60	,,		\$51,575,44	\$51,575.44	\$51,575.44	\$51,575.44	, , , , , , , , , , , , , , , , , , , ,	\$311,200,98	\$0.00	\$311,200.96
7146	(MLMP) TRANSIT TAXI TOPS			•						\$89,125.00		\$89,125.00	(\$7,199.00)	\$96,324,00
	•	\$0.00	\$373,976.90	\$322,097.41	\$135,285,50	\$269,094.02	\$321,223.25	\$51,575.44	\$274,510.49	<b>#411,312.23</b>	6102,947.46	\$2,262,021.70	(\$7,199.00)	\$2,269.220.70
	ETHNIC													
7011	(OOP) BULLETIN POOL		\$27,709.02	\$23,295.82	\$14,132.78	\$23,295.82	\$23,295.82		\$21,531.38	\$21,631.38	\$7,398.60	<b>\$182,190.62</b>	\$0.00	\$162,190.62
7098	(OOP) 30-SHEETS		\$54,163.47	\$50,038.05	<b>\$26,836.32</b>	<b>\$49</b> ,811,07	\$50,038.05		\$38,182.89	\$52,621.29	\$19,004.53	*341,685.67	\$0.00	\$341,685.67
7111	(DOP) HAWAII MALL DIOS		\$1,070.40	\$1,070.40			\$1,052.58	\$1,052.58	\$1,082.56	\$1,052.58		\$6,351,04	(00.04)	\$6,351,04
		\$0.00	\$82,932,89	\$74,404.27	\$40,969.10	¢73,106.89	\$74,386.43	\$1,052.56	\$61,766,83	¢75,208.23	¢26,403.13	\$510,227,33	\$0.00	\$510,227.33
	LEGENDS													
7100	(OOP) LEGENDS 30-SHEETS		\$20,576,24		<b>\$61,318.68</b>			\$35,014.52		\$32,282.83		\$149,192 <b>.2</b> 7	\$0.00	\$149,192,27
713 <del>6</del>	(OOP) LEGENDS BUS SHELTER					•						ØØ.0¢	\$0.00	00,00
7137	(OOP) LEGENDS BUS KINGS				\$105,190.00		40.00	\$25,164.55	40.00	122 020 02		<b>*130,354,55</b>	<b>\$0.00</b>	\$130,354,5 <u>5</u>
		\$0.00	\$20,576.24	\$0.00	\$166,508.68	60.00	00,00	\$60,179.07	\$0.00	\$32,282.83	\$0.00	\$279,546.82	\$0.00	\$279,546.82
	GRAND TOTAL	\$176,018.59	\$1,379,891.25	\$1,423,430.94	\$1,134,247,33	\$1,136,338.00	\$894,044.89	\$909,158.02	\$404,753,06	\$1,312,829.96	\$967,179.39	\$9,804,435,53	(\$25,150.50)	\$9,829,586.03

58.461.314.8\$	(89.896'61\$)	\$8,395,228,24	\$499,200,79	16.748,0874	\$833'420'14	\$2,619,5528	88.707,805,13	84.367,868\$	06.684.070,13	76.381.8EE\$	68,171,8944	69,109,008\$	64.345,86\$	81.179,018,14	JATOT GNARÐ .	
00 557,079 00 557,073 75,753,783 83,800,179 81,186,819 81,186,815 81,500,000 81,500,00 81,500,00	(00'661'24) (00'661'24) 00'04 00'04 00'04 00'05 00'05 00'05	00.287,0Vs 75,748,788 80.880,174 75,748,788 81,788,816 82,870,175,78 70,009,005 70,009,175,188 70,009,175,188 70,009,175,188		62.386.578- 80.544,018 80.651,68 80.581,088 80.687,64 28.097,574	56.h35,hh\$  58.188,784  00.351,684	66.848,888 66.948,385 66.000,000,44 66.96,988 66.96,888 66.96,888 66.96,888 66.96,888	88,776,834 80,844,014 80,844,054 12,911,064 10,087,74 74,884,0744	60,464,844 13,811,054 00,000,44 80,013,881\$	20.230,f34 20.230,f34 08.812,3324 00.087,54 88.832,0252	70,008,74 30,644,014 10,611,064 00,697,064 A7,555,7414	24.769.444 69.026,819 18.617.064 64.886,3214	TT.856,889 00.651,49 12.611,059 51,506,8853 10,087,58	\$0.413,24 \$0.421,34 60.586,664	25, A55, A88 80, 500, 016 62, 811, 058 51, 355, 515 00, 087, 58 16, 258, 256	MILMY TRANSITY TAX TOPS  (OOM TRANSITY BUT SHEET  (OOM TRANSITY BUT SHEET  (OOM TRANSITY BUT SHEET  (OOM TRANSITY BUT SHEET  OOF CUT MAINTENANCE RESERVE  OUT OUT MAINTENANCE RESERVE  OUT OUT MAINTENANCE RESERVE	1107 B107 B207 B207 B207 B417
00.416.26\$ 00.416.31 80.416.30\$ 19.416.30\$ 90.416.31 90.406.31 90.406.31 90.406.32 90.324,2613 90.406.32	(00.04 00.04 00.04 00.04	00.F12,254 00.F12,254 00.254,251 00.254,251 00.254,251 00.254,251 00.254,251 00.254,251 00.254,251 00.254,251 00.254,251 00.254	23.101,334 77.228,944 00.064,14 00.375,154 03.531,83#	607456,7054 03751,038 00.015,75 15,485,77 13,394,78 21,56,75 13,394,78 21,56,75 13,394,78	\$25,428.93 \$28,087.25 \$38,087.25 \$38,085.27 \$38,086.42	00:06	16.161,644 60.87(1,054 11.508,831 11.508,831 90.368,654 90.388,654 90.781,824 15.116,8674	07.687.853 07.767.008 07.767.008 07.767.008	87.855,854 87.717,083 87.717,083 87.717,083 87.717,083	31.810,65¢ 88.853,25¢ 31.869,31¢ 45.660,85¢ 00,618,83¢	96 121 0973 00 219 254 47 860 924 47 860 184 66 968 184	00,082,54 00,082,764 00,015,75 00,015,75 00,015,78	00,029,58 00,012,78 00,015,78 04,818,528	88,448,805 80,464,044 80,366,65 80,366,65 80,366,65 80,366,65 80,366,65 80,366,65 80,366,65 80,366,65 80,366,86 80,3	COBB. LEVRICH - EXXL TOP CORP. TRANSIT - EXS. SHETTERS CORP. BUTTETIN - 10.XC. SO. CORP. BUTTETIN - 10.XC. CORP. BUTTETIN - 10	2007 2007 2007 2007 2007 2008 2008
REVIOUS JEINT		TOTAL MEBIT	ОЕСЕМВЕН	ИОЛЕМВЕЙ	- 0010888	HTGW31d3\$	TZUQUA	गतर	<i>รเพกร</i> า	X¥W	าเยส¥่	МАЯСН	XXAVEE33	YANUAL	2	STAMIFS

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MENT CORREST PLANED EXPENDITURES

TIMILIANIAN	CONDITION OF	VIINTU	EXPENDIYURES	

PAGE 1

\$0.00 \$197,942,60

ESTIMATE !	Sep-97	YAAUAAY	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	MAY	TUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL <u>PARLIAMENT</u>	gross Change	PREVIOUS PARLIAMENT
7005 7006 7007	CORPORATE POOL (CORP) BULLETIN - 14' X 48' (CORP) BULLETIN 19.5 X 48 (CORP) BULLETIN 20 X 60 EXTRA POSTING RESERVE	\$2,950.00 \$14,575.94 \$28,882.46				\$2,950.00 \$14,575.84 \$28,882.46				\$2,950.00 \$14,575.94 \$33,307.46			\$2,950.00 \$14,575.94 \$33,307,46	\$11,800,00 \$58,303.76 \$124,379,84 \$3,459.00	\$0.00 \$0.00 \$0.00 \$0.00	\$11,800.00 \$58,303.76 \$124,379,84 \$3,459,00
	SUB TOTAL	\$46,408,40	\$0.00	\$0.00	\$0.00	\$46,408.40	\$0.00	\$0.00	\$0.00	\$50,833.40	\$0.00	\$0.0 <del>0</del>	\$50,833.40	\$197.942.60	\$0.00	\$197,942. <del>6</del> 0

40.00

\$0.00

\$0.00 \$50,833.40

\$0.00

\$0.00 \$50,833.40 \$197,942.60

\$0.00 \$46,408.40

\$0,00

2712820702

GRAND TOTAL

\$48,408.40

On-Estimate Brand Summaries

# **ON ESTIMATE BRAND SUMMARIES**

Monthly On Estimate Brand Summaries

	Sep-97					MARLBO	RO REDS ON ESTIMA	TE BRAND SUMMAR	Y						PAGE	:1
ESTIMATE #	442	YFAURAL	FEBRUARY	MARCH	<u>APRIL</u>	MAY	JUNE	Thra	AUGUST	<u> geptember</u>	OCTUBER	NOVEMBER	DECEMBER	TOTAL MARLBORO	MARLBURO TOTAL CHANGE	Previous Total <u>Harlbor</u> o
	MARLBORO POOL															
7003 7012 7017 7020 7021 7022 7023 7024 7030 7031 7034 7035 7072 7110 7115 7141	(MLMP) BULLETIN - MARQUEE SIGNS (MLMP) MARLBORD SQUARES 30-SHEET (MLMP) BULLETIN - 19.5X48 (MLMP) BULLETIN - BACKLIGHT 19'6" X 48' MALMP) BULLETIN - BACKLIGHT 20'X60' (MLMP) MARLBORD OCP PROGRAM (MLMP) MARL POSTING - 14X48 (MLMP) BULLETIN - 20'X60' (MLMP) BULLETIN - PURE PAINT (MLMP) TRANSIT - DIO ATLANTA (MLMP) TRANSIT - DIO ATLANTA (MLMP) TRANSIT - DIO SHELTER (MLMP) TRANSIT BUS SHELTER (MLMP) TRANSIT FUS SHELTER (MLMP) TRANSIT TAXI TOP	\$90,864,13 \$783,667.87 \$1,067,390.66 \$433,023.68 \$99,813.18 \$66,505.92 \$556,599,81 \$416,310.78 \$65,947.71 \$138,928.26 \$107,912.7 \$44,644.82 \$107,912.7 \$44,27.45 \$40,200.00 \$170,718.76 \$4,765,033.66	43,638.08 \$800,029.33 4733,167.01 \$433,023.64 \$88,813.18 \$67,145.10 \$644,024.19 \$4412,730.42 \$47,938.01 \$441,574.80 \$112,498.99 \$54,427.45 \$26,600.00 \$47,300.05 \$97,138.00 \$170,718.75 \$4,345,558.08	\$3,638.08 \$886,100.13 \$701,878.41 \$433,023.84 \$98,813.18 \$102,942.11 \$540,680,00 \$417,988.61 \$151,035.08 \$448,073.91 \$134,937.12 \$64,427.45 \$28,800.00 \$170,718.78 \$4,130,384.37	43,638.08 \$336,924.32 41,310.141.74 \$433,023.64 438,813.18 4311,247.49 4688,382.61 44,018.43 447,388.61 4141,502.63 \$580,823.91 \$112,094.69 \$64,427.45 \$26,800.00 \$7,300.05 \$111,488.00 \$170,718.75 \$44,259,334.58	\$21,314.77 \$220,100.35 \$1,301,987.29 \$433,023.64 \$98,813.18 \$181,135.05 \$551,437.56 \$4,010.43 \$47,988.61 \$141,502.63 \$466,671.84 \$134,570.40 \$54,427.45 \$28,800.00 \$7,300.05 \$111,488.00 \$170,718.75	\$3,638.08 \$769,385.98 \$1,033,089.96 \$433,023.64 \$98,813.18 \$155,846.39 \$583,824.39 \$413,877.34 \$47,988.61 \$144,279.81	\$3,638.08 \$776,280.23 \$934,695.29 \$433,023.64 \$100,290.14 \$131,583.53 \$705,285.85 \$410,608.80 \$47,988.81 \$144,188.11 \$566,115.70 \$112,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$14,094.69 \$170,718.75 \$4,736,084.52	#3,038.08 8751,359.57 \$640,608.09 \$433,023.64 \$100,220.14 \$175,838.33 \$550,527.02 \$415,328.90 \$47,918.61 \$144,188.1 \$462,865.69 \$127,570.29 \$26,800.00 \$47,300.05 \$111,488.00 \$170,718.75 \$4,5693,495.22	\$3.038.08 \$795,536.82 \$1,303.400.27 \$433,023.64 \$100,290.14 \$175,528.29 \$475,528.29 \$47,988.61 \$144,188.11 \$467,431.30 \$111,094.69 \$26,600.00 \$7,300.5 \$111,488.00 \$107,216.37	\$3,638.08 \$798,486.82 \$1,303.642.18 \$433,023.64 \$100,229.14 \$133,166.87 \$652,263.34 \$409,114.23 \$47,988.61 \$144,188.61 \$144,188.73 \$112,094.69 \$54,043.95 \$25,800.00 \$13,000.00 \$111,488.00 \$197,940.25 \$5,101,774.33	\$3,638.08 \$736,764.02 \$1,327,349.36 \$433,023.64 \$100,290.14 \$133,616.95 \$158,557.08 \$415,328.90 \$47,988.61 \$144,300.21 \$482,866.69 \$112,094.69 \$54,043.95 \$26,800.00 \$7,300.05 \$111,488.00 \$1183,076.00 \$4,930,825.97	\$3,838,08 \$790,373.33 \$1,327,816.44 \$433,023.64 \$100,488.81 \$133,156.87 \$618,557.68 \$413,834.23 \$47,988.61 \$144,300.21 \$462,865.89 \$127,852.69 \$127,852.69 \$127,852.69 \$13,488.00 \$111,488.00 \$111,488.00 \$117,940.28	\$148,649.70 \$8,413,249.77 \$13,304,915,20 \$5,196,283,58 \$1,194,816,59 \$1,608,844,45 \$7,405,411,51 \$4,138,395,52 \$683,822,42 \$1,723,970,88 \$5,943,019,99 \$1,477,325,83 \$650,444,90 \$335,000,00 \$2,064,222,87 \$55,597,528,98	(\$48,769.37) \$0.00 \$0.00 \$42,831.45 \$152,150.70 \$0.00 \$0.00 \$5,450.61 \$294.38) \$0.00	\$149,534.49 \$8.413,744.33 \$13.353,684.57 \$6,196,283.68 \$1,194,818.59 \$1,566,013.00 \$4,136,395.52 \$583,622.42 \$4,136,395.52 \$583,622.43 \$1,723,970.88 \$5,937,669.38 \$1,417,620.24 \$650,444.90 \$335,000.00 \$1,953,674.25 \$4553,674.26
	QUT-OF-POCKET															
7006 7025	(CORP) NF PAPER POOL (OPP) 20X60 BULLETIN	<b>\$5,129.05</b>		-	\$5,129,06	\$14,347.81 \$5,129.06	\$9,849.06 \$18,946.86	\$9,849.06 \$17,181.78	\$5,129.06	\$14,347.81 \$5,129.08	\$19,918.39 \$5,129.06		\$5,129.08	\$48,6\$4.01 \$55,601.54 \$36,128.64	(\$5,570.58) (\$0.00) \$0.00	\$54,184.59 \$55,601.64 \$36,128.64
7026 7105 7145	(OOP) 19:6*X48' BULLETIN (MLOP) BACKLIGHT 30-SHEETS (CORP) TAXI TOPS	\$17,677.39	\$17,677.39	\$17,677.39	\$17,677.39	617,677.39	\$17,677.39	\$17,877.39	\$17,677,39 \$98,324,00	#17,677.39 #27,215.37	\$17,677.39	<b>\$17,677.39</b>	<b>♦17,</b> G77.39	#212,128.68 #123,539.37	40.00 (\$63,502,38)	\$212,128.68 \$187,041.75
		\$22,806,45	*17,677.39	<b>\$17,677.39</b>	\$22,806.45	<b>\$37,154.28</b>	\$46,473.31	\$44,708.23	<b>\$119,130.45</b>	<b>164,369.63</b>	842,724.84	<b>#17,677.39</b>	\$22,806.45	1476,012.24	(469,072.98)	\$545,085.20

GRAND TOTAL \$4,787,840,11 \$4,363,235,47 \$4,148,071.76 \$4,282,141.03 \$4,120,421.86 \$4,631,258.27 \$4,780,762.75 \$4,882,625.67 \$5,100,210.77 \$5,144,499,17 \$6,009,503.36 \$5,023,872.98 \$55,073,541.20 \$191,474.34 \$65,882,066.88

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	Con 0.7			MARLBORO I	IGHTS ON ESTIM	IATE BRAND SUN	MARY			TOTAL	TOTAL MARL LIGHTS	PREVIDUS TOTAL
	Sep-97	JANUARY	FEBRUARY	MARCH	APRIL .	MAY	JUNE	JULY	AUGUST	MARL LIGHTS	CHANGE	MARI LIGHTS
ESTIMATE #												
7012 7017 7023 7024 7034	MARLBORO POOL (MLMP) MARL SQUARES 30-SHEET (MLMP) BULLETIN - 19.5X48 (MLMP) MARL POSTING 14X48 (MLMP) BULLETIN 20'X60' (MLMP) BULLETIN 120'X60'	\$242,616,81	\$55 <b>0,874.0</b> 7	\$532,413.96	\$456,845.85 \$1,081.67 \$415,938.40	\$453,506.39 \$414,935.40	\$271,534.65 \$142,737.25 \$27,826.37	<b>\$242,752.37</b>	\$271,430.44 \$117,277.26	\$910,352.24 \$2,111,622.30 \$261,096.18 \$830,873.80 \$27,826.37	\$0.00 \$0.00 \$0.00 \$0.00	\$910,352.24 \$2,111,622.30 \$261,096.18 \$830,873.80 \$27,826.37
7034	WILING BOLLETIN PLEX PACE	\$242,616.81	\$550,874.07	\$532,413.96	\$873,865.92	\$868,441.79	\$442,098.27	\$242,752.37	\$388,707.70	\$4,141,770.89	\$0.00	64,141,770.89
7026 7037	OUT OF POCKET (OOP) 19'6"X48' BULLETIN (HSOP) 10'6X36 BULLETIN				•		\$4,760.32 \$2,900.83	\$6,525.40		\$11,285.72 \$2,900,83	\$0.00 \$0.00	\$11,285.72 \$2,900,83
•	(100)   10 0/00 00000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,661.15	\$6,525.40	90.00	614,186.55	\$0.00	\$14,186.55
	GRAND TOTAL	\$242,616.81	\$550,874.07	\$532,413.96	\$873,865.92	\$868,441.79	\$449,759.42	\$249,277.77	\$388,707.70	\$4,155,957.44	\$0.00	\$4,155,957.44

															•	
86.687,751,2\$	00.04	86.637,751,2¢	\$214,044.85	\$80,862,08	61,862,818	TT,180,581\$	\$300,342,72	20.880,701\$	81.648,881\$	¥207,762.67	\$209,114,60 <u>\$</u>	\$2,076,4114	05,016,484	₹8.8 <b>6</b> ₹,₹6 <b>¢</b>	` JATOT	
\$21,466.62	00.0¢	79'99\$'49\$	00.0¢	00.04	00.04	D0.0¢	00.04	00.0\$	00'0\$	00.0\$	00'0\$	\$43,463.32	08'E00'#1\$	00.0\$		
\$2,525,00	00'0\$	\$2,525,00						· <del>-</del>					\$6,525,00		HROFF HACE - BUS SHELTER	7130
12,386,384	\$0.03	\$28,366,21										99.802,CS\$	88,681,84		THEORY PACE - 30'SHEET	260£
\$23,575.41	00.0\$	14.378,624										99,256,65	87,81£,E¢		<u>anispanic racing</u> Theret	£607
92'081'812'1\$	00'0\$	\$1,213,190.26	ZZ'E\$0'\$\$L\$	00'192'01\$	\$242,638,05	69'065'111\$	\$52 <u>9,741,65</u> 5					00.0\$	00'0\$	00'0\$		
07.866,8774	00*0\$	4779,336,70	33.870,87 <b>\$</b>	00,188,48	\$1.788,887.14	16,415,31		81.887,87	18.686,486	EE.788,07¢	99.714,474				(H2OP) 30 - SHEET	7172
\$296,729.55	00,04	33.857.36S¢	11.045,754		16.341,634	\$5.670,424	EE 976,88¢	921,805.80	<b>TA.TAS,8S\$</b>		11.048,764				H2O6) 8 - SHEET	1414
9138,125.00	\$0.00	\$138,125.00	\$27,625.00	\$6,600,00	\$27,625.00		\$27,625.00			927,625.00	\$22,025.00				HISPANIC (OOP)	9615
18,501,738\$	00.0\$	19'701'498\$	80.108,078	80'109'02\$	80,108,07\$	90,109,071	80,108,078	47.884,894	06'166'97\$	06,156,37¢	06.155,37\$	DE:306,0T#	08.808,074	T8.89T, T8¢	-	
\$6.581,358	00.0\$	\$826,193,38	\$5,000,78	85,007,78\$	\$5,700,26	82,007,784	84,700,25	A7.884,88¢	70, 1£4,57¢	70.18A.ST&	TO.154,274	TO.800.88\$	70.800,88	₽0.868, <b>₽</b> 8\$	HSMP) BULLETIN	8607
£1,809,15 <b>4</b>	60.04	\$1,809,154	\$2,900.83	\$2,900,83	\$2,900.83	£8,000,5\$	\$2,900.63	00.08	\$8,009,5\$	£8,000,5¢	\$8.006,\$4	\$8.006,\$	\$8,006,5\$	\$8,009,2\$	HSP) 10'6 X 36 BULLETN	7607
															HISPANIC POOL	
														•	<del></del>	
															# 31	FAMIT23
TOIN	CHYMEE	<u>TOTAL</u>	DECEMBER	NOVEMBER	OCTOBER	SEPTEMBER	<u>Is∩eñ∀</u>	ኒምኒ ኒ	TOME	XÁM	*1184¥	MARCH	<u> </u>	<u> YAAUMAL</u>		
PREVIOUS	GROSS	HISPANIC										•			SEPTEMBER 1997	
1 30A4							ARAMMU	8 ONASE STAMITS	о нізьчис ои е	JOSJRAM						

BAADI	AUTO	DACING	AN EC	TIREATE	DDAND	SUMMARY

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ESTIMATE #	Sep-97	FEBRUARY	MARCH	<u>APRIL</u>	MAY	J <u>une</u>	ĵስርአ	AUGUST	MARLBORO <u>RACING</u>	GROSS CHANGE	PREVIOUS MARLBORO RACING
7012 7017 7023 7141	TAKEOVERS (CUT-INS)  (MLMP) MARLBORO SQUARES 30-SHEET (MLMP) BULLETIN - 19.5 X 48 (MLMP) MARLBORO POSTING (14X48) (MLMP) BUS SHELTERS	\$4,818,34 \$40,468.09 \$14,300.00	\$118,356.97 \$97,711.84	\$11,069.88 \$36,259.44	\$12,730,23 \$42,007.98 \$29,311.35	\$27,868.65 \$16, <b>7</b> 25.61	\$18,027,43 \$65,458.51	\$44,816.41 \$119,311.10 \$24,087.73	\$237,687.91 \$417,942.47 \$53,399.08 \$14,300.00	\$0.00 {\$2,700.88} \$0.00 \$0.00	\$237,687.91 \$420,643.35 \$53,399.08 \$14,300.00
	·	\$59,586.43	\$216,068.81	\$47,329.32	\$84,049.56	\$44,594.16	\$83,485.94	\$188,215.24	8723,329.46	(\$2,700.88)	\$726,030,34
7010 7094 7142	OUT-OF-POCKET (AROP) BULLETIN 14'X48 (AROP) 30-SHEET (AROP) TRANSIT - BUS SHELTER	\$8,509.76 \$25,797.74 \$25,460.00	\$139,217.52	\$0.00	\$102,915,20	\$4,867.50	\$38,939.99	\$170,946.54	\$465,396.51 \$25,797.74 \$25,460.00	\$0.00 \$0.00 \$0.00	\$485,396.61 \$25,797,74 \$25,460.00
		\$59,767.50	\$139,217.52	\$0.00	\$102,915.20	\$4,867.50	\$38,939.99	\$170,946.54	\$516,654.25	\$0.00	\$516,654,25
	GRAND TOTAL	\$119,353.93	<b>\$355,286,33</b>	\$47,329.32	\$186,96 <b>4.</b> 76	\$49,461.66	\$122,425. <b>9</b> 3	\$359,161.78	\$1,239 <b>,9</b> 83.71	(\$2,700.88)	\$1,242, <del>6</del> 84,59

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CLIENT BUDGETARY ON ESTIMATE BRAND SUMMARY

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TOTAL

Sep-97

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ESTIMATE # JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBEB DECEMBER BUDGETARY CHANGE BUDGETARY

CLIENT BUDGETARY ITEMS -

7001 TRANSIT- CORP. AIRPORT-BACKLIGHT DIORAMA 7047 SPECIAL OUTDOOR PRODUCTION - STADIUMS	\$860,00	\$860.00 \$860.00 \$15,866.20	\$860.00	\$860.00	\$860.00 \$15,487.49	\$8,900.00	\$9,395.00 \$11,376.68	\$9,395.00 \$9,395.00	\$9,395.00	\$9,395.00	\$61,035.00 \$42,730.35	\$0.00 \$0.00	\$61,035.00 \$42,730.35
7077 SPEC PROMOTION MINOR LEAGUE BASEBALL PKS/VERTL	\$1,411.43					\$919,42					\$2,330.85	00,00	\$2,330.85
7600 (MLMP) MARLBORD PAINTED WALL GRAPHICS PROGRAM								\$17,476.78			\$17,476,78	\$17,476.78	\$0.00
SURTOTAL	\$2 271 A3	4860 00 \$16 726 20	4860 00	4860.00	216 347 49	\$9 819 42	\$20,771.66	\$26,971,78 \$9,395,00	\$9.395.00	\$9,395,00	\$123.572 BB	\$17.476.7R	4106.096.20

GRAND TOTAL 92,271.43 \$860.00 \$18,726.20 \$880.00 \$480.00 \$18,474.49 \$9.819.42 \$20,771.66 \$26,871.78 \$9.395.00 \$9.395.00 \$123,672.98 \$17,476.78 \$106,096.20

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ESTIMA	Sep-97	JANUARY	FEBRUARY	MARCH	<u>APRIL</u>	<u>MAY</u>	TUNE	ħŪſĀ	<u>AUGUST</u>	SEPTEMBER	OCTORER	NOVEMBER	DECEMBER	TOTAL <u>B&amp;H</u>	GROSS CHANGE	PREVIOUS MONTHS BILLING
	CORPORATE															
7005 7006 7007 7092 7140	(CORP) 14X48 BULLETIN (CORP) 19'6"X48" BULLETIN PO (CORP) 20'X60" BULLETIN POO (CORP) 30-SHEET POOL (CORP) BUS SHELTERS	L			\$5,621.71 \$184,971.83 \$5,426.05 \$47,221.62 \$12,205.00	\$5,621.71 \$164,971.83 \$5,425.05 \$47,221.62 \$12,205.00	\$5,621.71 \$164,971.83 \$5,425.05 \$47,221.62 \$12,205.00	\$8,621.71 \$164,480.16 \$8,425.05 \$47,221.62 \$12,205.00			\$5,621.71 \$184,971.83 \$6,425.05 \$47,221.52 \$12,205.00	\$5,621.71 \$164,971.83 \$5,426.05 \$47,221,62 \$12,205.00		\$33,730.26 \$989,339.31 \$32,550.30 \$283,329.72 \$73,230.00	\$0.00 (\$0.08) 00.00 \$0.00 \$0.00	\$32,650.30 \$283,329.72 \$73,230.00
		\$0.00	\$0.00	\$0.00	\$235,445.21	\$235,445.21	\$235,445.21	\$234,953.54	\$0.00	\$0.00	\$235,445.21	\$235,445.21	40.00	\$1,412,179.59	(\$0.00)	\$1,412,179.59
7011 7098 7111	OUT-OP-POCKET (OOP) BULLETIN POOL (OOP) 30 SHEET (OOP) HAWAII MALL DIOS	\$0,00	\$0.00	\$0,00	\$290,794.95 \$327,252.68 \$62,628.00 \$670,675.63	\$317,553,40 \$327,252.68 \$52,628.00 \$697,434,08	\$316,287.85 \$252,333.36 \$52,628.00 \$621,249.21	\$310,486.18 \$260,541.89 \$52,628.00 \$523,656.07	\$8,604.16 \$8,504.16	\$306,985.85 \$260,841.89 \$567,507.74	\$3,961.85 \$3,961.85	\$311,784.18 \$260,641.89 \$572,326.07	\$52,628.00 \$52,628.00	\$1,886,438,42 \$1,688,464,39 \$263,140,00 \$3,818,042.81	\$0.00 \$0.00 \$0.00 \$0.00	\$1,866,438.42 \$1,688,484.39 \$263,140.00 \$3,818,042.81
	BLACK OOP															
7011 7098 7103	(OOP) BULLETINS (OOP) 30-SHEETS (AA) 8-SHEET				\$18,888.09 \$98,090.96 \$5,546.00	\$18,888.09 \$98,090.96 \$6,546.00	\$18,888.09 \$70,696.45 \$2,822.17	\$18,888.09 \$70,073.36 \$2,822.17		\$18,888.09 \$70,073,38 \$2,822,17		\$18,888.09 \$70,073.36 \$2,822.17		\$113,328.54 \$477,098.45 \$22,380.68	\$0.00 (\$0.00) \$0.00	\$113,328.54 \$477,098.45 \$22,380.68
7104	(AA) 30-SHEETS	\$0.00	\$O-00	\$0.00	\$84,580.41 \$207,105.46	\$84,580.41 \$207,105.46	\$68,321.01 \$160,727.72	\$68,321.01 \$160,104.63	\$0.00	\$68,321.01 \$160,104.83	\$0.00	\$68,321.01 \$160,104.63	\$0.00	\$442,444.86 \$1,055,252.53	00.08 00.08	\$442,444.86 \$1,055,252.53
	HISPANIC OOP															
7011 7172	(OOP) HISPANIC BULLETINS (OOP) HISPANIC 30-SHEETS	\$0.00	\$0.00	\$0.00	\$48,232.69 \$77,819.02 \$126,051,71	\$51,182.69 \$77,819.02 \$129,001.71	\$51,084.15 \$60,936.16 \$112,020,31	\$50,297.47 \$66,081.95 \$116,379.42	\$0.00	\$47,347.47 \$66,081,95 \$113,429.42	\$0.00	\$47,347.47 \$66,081.95 \$113,429,42	\$0.00	\$285,491.94 \$414,820.05 \$710.311.99	00.00 \$0.00 00.00	\$295,491.94 \$414,820.05 \$710,311.99
	CLUB B&H	40.00	*0.00	70,00	*120,001,71		•		40.00	¥113,423.42	*0.00	V115,425.42	¥0.00	7710,311.33	¥0.00	4710,311.23
7133 7134	(OOP) BUS KINGS CLUB B&H (OOP) BUS SHELTERS CLUB B&					\$102,525.00 \$50,765.00	\$115,350.00 \$18,400.00	\$91,900.00 \$11,385.00				<del></del>		\$309,776.00 \$80,550.00	\$0.00 \$0.00	\$309,775.00 \$80,550.00
		\$0.00	\$0.00	\$0.00	\$0.00	\$153,290.00	\$133,750.00	\$103,285.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$390,325,00	\$0,00	\$390,325.00
														41		
	GRAND TOTAL	\$0.00	\$0.00	\$0.00	\$1,239,278.01	\$1,422,278.46	\$1,263,192.45	\$1,238,378.66	\$8,604.16	\$841,041.79	\$239,407.06	\$1,081,305.33	\$52,628.00	\$7,386,111.92	\$0.00	\$7,386,111.92

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ESTIMATE	1	JANUARY	FEBRUARY	<u>MARCH</u>	APRIL	MAY	JUNE	YULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	BASIC		MONTHS BASIC
	<u>CURPORATE POOL</u>															
7005 7006 7007	(CORP) BULLETIN 14'X48' (CORP) BULLETIN - 19.5X4B (CORP) BULLETIN - 20X60	\$4,590.20 \$93,121.28 \$15,816.92	\$33,608.35 \$146,342.22 \$31,501.08	\$29,018.15 \$52,971.18 \$15,684.16			\$33,608.35 \$143,288.97 \$31,501.08	\$33,608.35 \$142,846,47 \$31,501.08		\$33,808.35 \$143,268.97 \$21,501.08	\$33,608.35 \$142,846.47 \$31,501.08			\$201,850.10 \$864,705.56 \$189,006.48	\$0.00 (\$6,106.50) \$0.00	\$201,650.10 \$870,812.06 \$189,006.48
7092 7145	(CORP) 30-SHEET (CORP) TRANSIT - TAXI TOP	\$31,088.11	\$69,185,35 \$53,613.00	\$38,099.24 \$53,613.00			\$69,185.35 \$63,613.00	\$69,185,35 \$53,613.00		\$89,185,35 \$56,167.50	\$69,185.35 \$53,613.00			\$415,112.10 \$324,232.50	\$0.00 \$0.00	\$415,112.10 \$324,232.50
		\$144,614.51	\$334,250.00	6189,385,73	¥0.00	\$0.00	\$331,196.75	4330,754.25	¥0.00	<b>\$333,761,25</b>	\$330,754.25	60.00	\$0.00	\$1,994,706.74	(\$6,106.50)	\$2,000,813.24
	OUY-OF-POCKET												,	÷		
7011	(OOP) BULLETIN POOL	\$376,965.13	8716,511.52	\$783,533.51	\$426,379.07	\$369,468.69	\$779,G39.52	\$788,876.93	\$368,169.70	\$764,819.19	\$638,\$24.35			\$6,002,887.61	(\$197,136.63)	\$6,200,024.24
7013 7018 7025 7028	(OOP) BASIC 10'6"X36" (CORP) PREMIER PAMEL 30'SHEET (OOP) 20' & 60 BULLETINS (OOP) 19'6 X 48' CORP, BULLETINS	\$31,093,00	\$41,536.08 \$4,720.00 \$53,826.69	\$21,970,61 \$49,943,59 \$4,720,00 \$31,301,46	\$4,425.00 \$31,083.00	\$4;425.00 \$31,093.00	\$22,454,43 \$41,536.06 \$30,119.51	\$21,038.41 \$41,538.06 \$2,532.08	\$4,425.00 \$31,093.00	\$21,038.41 \$36,414.79 \$4,720,00 \$26,239.26	\$16,593.74 \$22,331.58 \$4,720.00 \$53,828.59	4		\$116,370.58 \$357,670.12 \$18,880.00 \$197,846,69	(\$4,444.67) (\$24,325.77) \$0.00 \$5,062.20	\$120,815.25 \$381,995.89 \$18,880.00 \$192,783,49
7060	(IS) CONVENIENCE STORES BUS SHELTERS		455,025.02	451,001.45	\$2,530,00	\$2,530,00	\$2,530.00	\$2,530,00	\$2,530,00	<b>\$2,530.00</b>	\$2,530.00			\$17,710.00	10.00	\$17,710.00
7061	(IS) CONVENIENCE STORES 2-SHEETS				\$10,120,00	\$10,120,00	\$10,120,00	\$10,120.00	\$10,120.00	\$10,120.00	\$10,120.00			\$70,840.00	\$0.00	\$70,840.00
70 <del>9</del> 8 7178	(OOP) 30-SHEET (DOP) 30-SHEET (MEGA VOLUME)	\$558,572.55 \$27,479.76	\$966,393.53 \$37,195,10	\$1,004,181,53 \$38,894,30	\$598,903.95 \$28,217,28	\$538,026.77 \$26,636.06	\$1,028,661.32 \$40,257,20	\$1,021,283.67 \$40,257,20	\$542,828.39 \$26,636.06	\$997,200,85 \$40,267,20	\$912,327.40 \$38,297.42	\$10,886.98 \$430,70	\$10,888.98 \$430.70	\$8,190,053,92 \$344,988,96	(\$5,978.67) 10.00	\$8,196,032.69 \$344,988.95
7190	100P) THANSIT TRUCK STOP POSTERS	12,,41000	\$14,899.50	\$14,903.50		,,,,,,,,,	\$14,875.26	114,867.25	,		,кол,чь	. 100,70	. 750.70	\$59,546.61	\$0.00	#59,545.51
7191	(DOP) TRANSIT TRUCK STOP PHONE FACTS		147,355.03	\$47,346.43			\$47,356.74	\$47,343.00						\$189,401,20	(\$0.00)	\$189,401.20
		\$994,110.44	<b>\$1,882,437.43</b>	\$1,595,794.93	\$1,1Q1.658.28	\$982,299.5Z	\$2,017.450.02	\$1,990,384.60	<b>\$985,802.15</b>	*1,893,339.70	\$1,859,271.16	\$11,317. <del>6</del> 8	\$11,317,68	\$15,566,193.59	(\$226,823.64)	\$15,793,017.13

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Propered by Lee Bulhett USA

ESTIMAT	Sep-97	JANUARY	FEBRUARY	MARCH	<u>APRIL</u>	MAY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	Virginia Slims 100's	CHANGE VIRGINIA <u>SLIMS</u>	PREVIOUS MONTHS BILLING
	CORPORATE POOL						•				•			
7005	(CORP) BULLETIN - 14' X 48'	\$5,621.71	<b>\$21,604.80</b>	\$30,521,67	\$24,899.96	\$29,079.13	\$13,751.91	\$30,110.64		\$29,079.13	\$26,981.67	\$211,650.62	\$0.00	\$211,650.62
7006	(CORP) BULLETIN - 19.5 X 48	\$164,971.83	6514,941.05	\$581,456.28	\$416,484.45	\$414,958.32	\$322,795.43	\$474,868.26	\$26,485.11	\$400,214.22	\$471,195.13	\$3,788,370.08	(\$9,159.75)	\$3,797,529,83
7007	(CORP) BULLETIN 20 X 60	\$5,425.05	\$143,752.47	\$159,5 <del>0</del> 9.39	\$154,144.34	\$154,144.34	\$69,187.33	\$159,981.90	\$2,472.10	<b>\$170,373.77</b>	\$125,381.36	\$1,144,432.05	\$0.00	\$1,144,432.05
7092	(CORP) 30 - SHEET		\$53,975.16	\$87,249.17	\$40,027.55	\$40,027.55	\$80,495.64	\$53,975.15	\$6,753.53	\$40,027.55	\$80,495.64	\$483,026.93	90,08	\$483,026.93
7116	(CORP) TRANSIT PARKING GARAGE		\$33,935,00	\$33,935.00	\$33,935.00	\$33,935.00		\$33,935.00	\$1,490.00	\$33,935.00	\$32,445.00	\$237,545.00	\$0.00	\$237,545.00
7140	(CORP) TRANSIT - BUS SHELTERS		\$43,480.00	\$43,480.00	\$31,275.0 <del>0</del>	\$31,275,00	\$12,205.00	\$43,480.00	\$31,275.00	\$31,275.00	\$12,205.00	\$279,950.00	\$0,00	\$279,950.00
7145	(CORP) TRANSIT TAXI TOP		\$90,717.75	\$90,717.75	\$90,717.75 	\$90,717.76				\$89,125.00	\$89,125.00	\$541,121.00	(48,791,75)	\$549,912.75 \$0.00
		\$176,018.59	\$902,406.22	\$1,026,929.26	\$791,4B4.05	\$794,137.09	\$498,435,31	\$796,350.95	\$68,475.74	\$794,029.67	\$837,828.90	\$6,686,095.68	(\$17,951,50)	\$6,704,047.18
7011	<u>OUT-OF-POCKET</u> (OOP) BULLETIN POOL		\$106,127.51	\$87,039.06	\$46,883.03	\$87,039,06	\$87,039.06		678,424.42	\$78,424.42	\$31,541.39	<b>\$602,517,95</b>	\$0.00	\$602,517.95
7025	(OOP) 20X60 BULLETIN		\$4,818.33	,	,	,	•		•			\$4,818,33	00.00	\$4,818.33
7098	(OOP) 30-SHEET		\$210,580.46	\$182,608.75	\$88,402.47	\$182,054.9 <b>6</b>	\$182,608.75		\$144,510.63	\$192,187.37	\$71,408.07	\$1,254,359.46	\$0.00	\$1,254,359.46
7111	(OOP) HAWAII MALL DIOS		\$52,449.60	\$52,449.60			\$51,575.44	\$51,575,44	\$51,575,44	\$51,575.44		\$311,200.96	\$0.00	. \$311,200.96
7146	(MLMP) TRANSIT TAXI TOPS									\$0.00		\$0.00	(\$98,324.00)	\$98,324.00
	• • • • • • • • • • • • • • • • • • • •	\$0,00	\$373,975.90	\$322,097.41	\$135,285.50	\$269,094.02	\$321,223.25	\$51,575,44	\$274,510.49	\$322,187.23	\$102,947.48	\$2,172,896.70	(\$96,324.00)	\$2,269,220.70
	ETHNIC	,								404 804 00	17 000 00		10.00	4400 400 00
7011	(OOP) BULLETIN POOL		\$27,709.02	\$23,295.82	\$14,132.78	\$23,295.82	\$23,295.82		\$21,531.38	\$21,531.38	\$7,398.60	\$162,190.62	\$0.00	\$162,190.62 \$341,685.67
7098	(OOP) 30-SHEETS		\$54,153,47	\$50,038.05	\$26.836.32	\$49,811.07	\$50,038.05	41.050.55	\$39,182.89	\$52,621.29	\$19,004.53	\$341,685.67	00.00	\$341,685.67 \$6,351.04
7111	(OOP) HAWAII MALL DIOS		\$1,070.40	\$1,070,40	1.0.000.00	470 400 70	\$1,052.56	\$1,052.55	\$1,052.56 \$61,766.83	\$1,052.56 \$75,205.23	\$26,403.13	\$6,351.04 \$510,227.33	(\$0.00)	\$510,227.33
		\$0.00	\$82,932.89	\$74,404.27	<b>\$40,969.10</b>	\$73,108.89	\$74,386 <b>.</b> 43	\$1,052,56	\$01,700,83	\$75,205.23	¥20 <sub>1</sub> 403.13	4510,227.33	40.00	4010,227.33
	LEGENDS							400 044 50		400 990 00		*****	*A DO	A140 400 07
7100	(OOP) LEGENOS 30-SHEETS		\$20,576,24		\$61,318.68			\$35,014.52		\$32,282,83		\$149,192.27	\$0.00 \$0.00	\$149,192.27 \$0.00
7136	(OOP) LEGENDS BUS SHELTER				**********			\$25,164.55				\$0,00 \$130,354.55	\$0.00	\$130,354,55
7137	(OOP) LEGENDS BUS KINGS		400 570 04	*A 00	\$105,190.00	\$0.00	\$0.00	\$60,179.07	\$0,00	\$32,282.83	\$0.00	\$279,546.82	\$0.00	\$279,546.82
		\$0.00	\$20,576,24	\$0.00	\$166,508.68	\$U.UU	¥0.00	400,173.07	40.00	425,202,00	¥0.00	441 012 TO 102	40.00	#E/DIOTOGE
					ė			•						
										** *** 704 00	+D07 470 0D		(A444 DTF FO)	40 700 040 00
	GRAND TOTAL	\$176,018.59	\$1,379,891.25	\$1,423,430.94	\$1,134,247.33	\$1,136,338.00	\$894,044.99	\$909,158.02	\$404,753.06	\$1,223,704.96	\$967,179.39	\$9,648;766.53	(\$114,275.50)	\$9,763,042.03

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ESTIMATE	<u>: #</u>	JANUARY	FEBRUARY	MARCH	JIBPA	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTORER	NOVEMBER	DECEMBER	TOTAL MERIT	GROSS CHANGE	PREVIOUS MERIT
	CORPORATE POOL															
7005 7006 7007 7092 7116 7140 7145	(CORP) BULLETIN - 14'X48' (CORP) BULLETIN - 19'6'X48' (CORP) BULLETIN 20'X50' (CORP) 30'SHEET (CORP) TRANSIT - PARKING GARAGES (CORP) TRANSIT - BUS SHELTERS (CORP) TRANSIT - TAXI TOP	\$36,544.58 \$402,457.90 \$153,927.20 \$82,807.84 \$33,935.00 \$31,275.00 \$144,330.75	\$2,950.00 \$14,575.94 \$28,882.46 \$7,210.00	\$2,850.00 \$28,823.75 \$28,882.46 \$37,755.07 \$7,210.00	\$31,988.15 \$81,894.93 \$44,566.82 \$38,099.24 \$53,613.00	\$52,528.68 \$15,584.16 \$38,099.24	\$23,259,76 \$337,574.30 \$181,744.04 \$44,508.60 \$33,935.00 \$38,485.00 \$90,717.75	\$23,259.76 \$338,751.35 \$183,439.31 \$6,753.53 \$33,935.00 \$31,276.00 \$90,717.76	\$48,737.91 \$320,775.05 \$155,503.11 \$82,607.84 \$33,935.00 \$38,485.00 \$56,167.50		\$27,438.93 \$297,987.26 \$186,392.21 \$32,445.00 \$89,125.00	\$31,968.15 \$87,465.51 \$48,991.62 \$75,854.31 \$7,210.00 \$56,187.50	\$32,558.15 \$168,437.99 \$66,101.62 \$44,852,77 \$1,490.00 \$31,275.00 \$56,167.50	\$290,553.54 \$2,129,412.66 \$1,093,214.81 \$451,138.44 \$169,675.00 \$192,425.00 \$690,619.75	\$0.00 (\$5,570.58) \$0.00 \$0.00 \$0.00 \$0.00 (\$7,199.00)	\$2,134,983.24 \$1,093,214,81 \$451,138.44 \$169,675,00 \$192,425,00
	OUT AE ACCES	\$885,11 <u>8.2</u> 7	<b>\$53,618.40</b>	<b>\$105,721.28</b>	\$250,141.94	\$188,943.23	\$750,224.45	\$708,131.70	\$736,311.41	\$0.00	6632,388.40	<b>#307,657.09</b>	\$398,883.03	\$5,017,139.20	(\$12,769.58	
7011 7018 7025 7026 7098 7143 7146	OUT-OF-POCKET  (COP) BULLETIN POOL (CORP) PREMIER PANEL 30 SHEET (OOP) 20"X60" CORP BULLETIN (OOP) 19"0 X 48" CORP BULLETIN (OOP) 30-SHEET (OOP) TRANSIT - BUS SHELTER (MLMP) TRANSIT - TAXI TOPS	\$68,234.22 \$10,443.06 \$30,119.51 \$313,276.12 \$3,780.00	\$5,611.04 \$5,129.05 \$33,983.99	\$68,928.72 45,129.06 \$30,119.51 \$286,903.12 \$3,780.00 \$394,860.41	\$44,697,42 \$18,850.69 \$30,119.51 \$152,368.43	\$7,866.67 \$10,443.06 \$30,119.51 \$98,793.50	\$61,052.05 \$255,416.80 \$3,780.00 \$320,258.85	\$45,434.09 \$30,119.51 \$105,110.48 \$4,000.00 \$185,664.08	\$68,977.89 \$10,443.06 \$30,119.51 \$353,166.01 \$7,780.00	\$68.948.39 \$30,119.51 \$140,751.32 \$4,000.00 \$243.819.22	\$44,254.92 \$67,681.82 \$67,000 \$111,936.74	\$72,665.39 \$10,443.06 \$5,129.06 \$30,119.61 \$31,095.80 \$3,780.00	\$7,856.67 \$10,443,06 \$30,119.51 \$51,888.52 \$100,317.75	\$567,547.47 \$71,065.89 \$15,387.18 \$271,076.68 \$2,211,393.91 \$30,900.00 \$40,00 \$3,167,370.04	\$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0,00 (696,324,00)	*567,547,47 \$71,095,89 \$15,387.18 \$271,075,59 \$2,211,393,91 \$30,900,00
	GRANO TOTAL	\$1,310,971.18	\$98,342.49	<b>\$500,581.69</b>	9496,177.89	\$335,155.97	\$1,070,483.30	4895,795.78	\$1,206,797.88	\$243.819.22	¢744,325.14	\$780,84 <b>7.9</b> 1	\$499,200.79	\$8,184,509.24	(4109,093.58)	48,293,602.82

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ARLIAMENT ON ESTIMATE BRAND SUMMARY	PAGE 1

ESTIMATE !	Sep-97	JANUARY	FE8RUARY	MARCH	APRIL	MAY	JUNE	ĨŊſĀ	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PARLIAMENT	GROSS CHANGE	PREVIOUS PARLIAMENT
	•															-
							-									
	CORPORATE POOL															
7005	(CORP) BULLETIN - 14" X 48"	\$2,950.00				\$2,950.00				\$2,950.00			\$2,950.00	\$11,800.00	\$0,00	\$11,800,00
7006	(CORP) BULLETIN 19.5 X 48	\$14,575.94				\$14,575,94				\$14,575.94			\$14,575.94	\$58,303.76	\$0.00	\$58,303.76
7007	(CORP) BULLETIN 20 X 60	\$28,882.46				\$28,882.46				\$33,307.46			\$33,307.46	\$124,379.84	\$0.00	\$124,379.84
	SUB TOTAL	\$46,408.40	00.04	\$0.00	\$0.00	\$48,408.40	\$0.00	\$0.00	\$0.00	\$50,833.40	\$0.00	\$0.00	\$50,833.40	\$194,483.60	\$0.00	\$194,483.60
	•															
	GRAND TOTAL	\$46,408.40	\$0.00	\$0.00	\$0.00	\$46,408.40	00.00	\$0.00	\$0.00	\$50,833.40	\$0.00	\$0.00	\$50,B33.40	\$194,483.60	\$0.00	\$194,483.60

Not-O	n-E	:stii	ma	te
Brand	Su	mm	nari	е

# **NOT-ON-ESTIMATE BRAND SUMMARIES**

Marlboro Maintenance Reserve
Corporate Bulletin Maintenance Reserve
1997 Direct Spending Recap
Philip Morris 1997 Extra Posting Reserves
Planned Not-On-Estimate Recap
Planned Reserve Recap

PREPARED FOR:	PHILIP MORRIS MARLBORO POOL BULLET	'IN RESERVE
DATE PRESENTED:	23-Sep-97	
	REVISION - #7	
	MARLBORO RED/LTS	
	MARLBORO POOL MA	AINTENANCE RESERVE
· · · · · · · · · · · · · · · · · · ·	B <mark>IST</mark> RVE	RED (78
January	\$0.00	
February	\$0.00	•
March	\$0.00	
	========	========
Total	1st Qtr. \$0.00	\$0.00
April	\$0.00	
May	\$0.00	
June	\$0.00	
	========	=========

	Total 4th Qtr.	\$0.00	\$0.00
[1L 1007			 90
PREVIOUS		5707 <sub>,</sub> 95\$	 V167.814

167.314)

\$0.00

\$0.00

\$0.00

\$0.00 \$0.00

\$0.00 \$0.00

\$0.00

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\$0.00

\$0.00

(10) (7,314)

ORIGINAL TL RESERVE MARLBORO.WK1 700,000

Total 2nd Qtr.

Total 3rd Qtr.

July

August

October

November

December

DIFFERENCE

September

PREPARED FOR:

PHILIP MORRIS

CORPORATE BULLETIN POOL

DATE:

23-Sep-97

**REVISION - #5** 

### 1997 CORPORATE BULLETIN MAINTENANCE RESERVE

***********	e content		VIRGINIA		
%QNTHS <del>~-</del>	RESERVE	MEDIC Littleman	SEIMS 	E N H ∷	BASKO 
January	\$0.00				
February March	\$3,464.00 \$3,571.00				\$3,464.00 \$3,571.00
TL 1ST QTR	======= \$7,035.00	= = = = = = = = = = = = = = = = = = =	====== \$0.00	===== \$0.00	= = = = = = = = = = = = = = = = = = =
					ŕ
April May	\$0.00 \$1,681.00	\$1,681.00			
June	\$5,844.00	\$2,273.00			\$3,571.00
TL 2ND QTR	======================================	\$3,954.00	\$0.00	\$0.00	\$3,571.00
July August September	\$7,088.00 \$2,273.00 \$3,571.00	\$2,273.00 \$2,273.00		\$1,243.00	\$3,572.00 \$3,571.00
TL 3RD QTR	\$12,932.00	\$4,546.00	\$0.00	\$1,243.00	*7,143.0
October November December	\$7,846.00 \$3,000.00 \$8,273.00	\$2,273.00 \$2,273.00 \$2,273.00	\$2,002.00 \$3,000.00 \$6,000.00		\$3,571.0
TL 4TH QTR	\$19,119.00	\$6,819.00	= = = = = \$11,002.00	\$0.00	===== \$3,571.0
TL 3002	<u>-46 8%</u> 4	\$ 118 <b>\$</b> 181	31 (,o√2	: <del>2</del> 13	v21,33
Figurous	540 (0,1	415,7410	<u> </u>	V1.213	521.32
LIT <b>ER</b> ENCE	5-7-	50	,1,1	(+	
ORIGINAL TL RESERVE	\$95,000				

9/18/97	1:	997 DIRECT SPENDIN	IG RECAP		PAGE 1
BRAND	1ST QTR	2ND OTR	3RD QTR	<u>4TH QTR</u>	TOTAL
			•		
-					
	·				
	•				
				-	
MARLBORO (JAN-DEC)					
- SMOKING LOUNGES (JAN-DEC)	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$100,000.00
- STADIA (Budget)	<u>\$1.125,000,00</u>	\$1,125,000.00	<u>\$1,125,000.00</u>	\$1,125,000.00	<u>\$4,500,000,00</u>
-TOTAL	\$1,150,000.00	\$1,150,000.00	\$1,150,000.00	\$1,150,000.00	\$4,600,000.00
GRAND TOTAL	\$1,150,000.00	\$1,150,000.00	\$1,150,000.00	\$1,150,000.00	\$4,600,000.00

Prepared by Leo Burnett USA

BUDGET\DIRECT.WK3

# 1997 EXTRA POSTING RESERVE

RACING X-POSTING RESERVE	
(MAR) BULLETIN 19.5X48	\$32,261
(MAR) BULLETIN 14X48	\$551
(MAR) SQUARE 30-SHEET	\$27,650
·	

SUMMER IMPACT - EXTRA POSTING RESERVE	i . .v.a i .
	•
(MAR) BULLETIN 19.5X48	\$27,344
(MAR) BULLETIN 14X48	\$22,824
(MAR) BULLETIN 20X60	\$10,154
(MAR) SQUARE 30-SHEET	\$13,400
(MAR) BULLETIN - BACKLIGHT 20'X60'	\$10,705
(MAR) PREMIER PANELS	\$37,206
(MAR) HISPANIC 19"6X48	\$3,664

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BASIC EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	\$3,552
CORP 19'6"X48' BULLETINS	\$20.372
CORP 20'X60' BULLETINS	\$3.950
OOP 19'6"X48' BULLETINS	\$792
OOP 20'X60' BULLETINS	\$792
PREMIER PANELS	\$9,450
BASIC TOTAL	\$38,908

MERIT EXTRA POSTINGS	TOTAL	
CORP 14'X48' BULLETINS	<b>\$</b> 3, <b>1</b> 19	
CORP 19'6"X48' BULLETINS	\$13,950	
CORP 20'X60' BULLETINS	\$8,695	
OOP 19'6"X48' BULLETINS	\$0	
OOP 20'X60' BULLETINS	\$300	
PREMIER PANELS	\$9,450	
MERIT TOTAL	\$35,514	

VIRGINIA SLIMS EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	\$2,760
CORP 19'6"X48' BULLETINS	\$46,547
CORP 20'X60' BULLETINS	\$6,235
VIRGINIA SLIMS TOTAL	\$55,542

PARLIAMENT EXTRA POSTI	NGS 1	OTAL
CORP 14'X48' BULLETINS		\$149
CORP 19'6"X48' BULLETINS		\$842
CORP 20'X60' BULLETINS		\$2,468
	PARLIAMENT TOTAL	\$3,459

MARLBORO EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	\$0
CORP 19'6"X48' BULLETINS	\$400
CORP 20'X60' BULLETINS	\$0
OOP 19'6"X48' BULLETINS	\$3,531
OOP 20'X60' BULLETINS	\$2,508
MARLBORO TOTAL	\$6,439

BENSON & HEDGES EXTRA POSTINGS	TOTAL
CORP 14'X48' BULLETINS	\$675
CORP 19'6"X48' BULLETINS	\$22,696
CORP 20'X60' BULLETINS	\$713
BENSON & HEDGES TOTAL	\$24,084

9/18/97 нтиом

PLANNED NOT ON ESTIMATE

BASIC

7011

TO: FROM: BRAND CTGRY EST # BRAND COSTS

CANCEL

Jun-97 (\$2,619.51) TOTAL:

COSTS

(OOP) BULLETINS

(\$2,619.51)

PLAN.WK3

9/18/97 BRAND PLANNED RESERVE TOTALS

MARL PROFILE 2000 (OOP)	\$2,100.00	BUDGET
	<u>\$0.00</u>	ON ESTIMATE
	\$2,100.00	RESERVE

PREMIER PANEL 30-SHEETS (DCP)	\$1,777,400.00	BUDGET
	<u>\$1,608,844,45</u>	ON ESTIMATE
	\$168,555.55	RESERVE

9/25/97				PLANNED NOT ON ESTIM	IATE		
			FROM:		TO:		
MONTH	COSTS	<u>CTGRY</u>	EST #	BRAND	EST#	BRAND	COSTS
Jun-97	(\$2,679.51)	(OOP) BULLETINS	7011	BASIC		CANCEL	
TOTAL:	(\$2,679.51)						<b>.</b>
Dec-97	(\$3,147.00)	(MLMP) MARLBORO SQUARES - 30-SHEET	7012	MARLBORÓ		CANCEL	
TOTAL:	(\$3.147.00)						
Pec-97	(\$35,297.00)	(MLMP) BULLETIN - 19'6" X 48'	7017	MARLBORO		CANCEL	
TOTAL:	(\$35,297,00)						
Dec-97	(\$4,537.00)	[MLMP] BULLETIN BACKLIGHT 19'6" X 48'	7020	MARLBORO		CANCEL	
TOTAL:	(\$4,537.00)		•	•			
Dec-97	(\$15,045.00)	(MLMP) MARLBORO DCP PROGRAM	7022	MARLBORO		CANCEL	
TOTAL:	(\$15,045.00)						
Sep-97	(\$24,092,00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
Oct-97	(\$24,092.00)	(MLMP) MARL POSTING - 14' X 48'	7023	MARLBORO		CANCEL	
Sep-97 Dec-97	(\$24,092.00) (\$24,092.00)	(MLMP) MARL POSTING - 14' X 48' (MLMP) MARL POSTING - 14' X 48'	7023 7023	MARLBORO MARLBORO		CANCEL CANCEL	
TOTAL:	(\$96,368.00)						
Dec-97	(\$4,425.00)	(MLMP) BULLETIN - WALL	7031	MARLBORO		CANCEL	
TOTAL;	(\$4,425,00)						•
Oct-97	(\$89,125.00)	(MLMP) TRANSIT TAXI TOP	7146	MARLBORO "	7146	MERIT	<b>\$89,125.00</b>
TOTAL:	[\$89,126.00]					TOTAL:	\$89,125.00
						101114	700,120,00
Nov-97	(\$89,125,00)	(MLMP) TRANSIT TAXI TOP	7146	MARLBORO	7146	VIRGINIA SLIMS	\$89,125.00
TOTAL:	(\$89,125.00)					TOTAL;	\$89,126.00

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## PLANNED RESERVE

7012 (MLMP) MARLBORO SQUARES 30-SHEET TXMIDL27-50 FEB '97 \$835.83 7012 (MLMP) MARLBORO SQUARES 30-SHEET WISUPE01-51 DEC '97 \$1,229.17 7012 (MLMP) MARLBORO SQUARES 30-SHEET IACR02-56 DEC '97 \$1,680.52
7012 (MLMP) MARLBORO SQUARES 30-SHEET       TXMIDL27-50       FEB '97       \$835.83         7012 (MLMP) MARLBORO SQUARES 30-SHEET       WISUPE01-51       DEC '97       \$1,229.17         7012 (MLMP) MARLBORO SQUARES 30-SHEET       IACR02-56       DEC '97       \$1,680.52
7012 (MLMP) MARLBORO SQUARES 30-SHEET TXMIDL27-50 FEB '97 \$835.83 7012 (MLMP) MARLBORO SQUARES 30-SHEET WISUPE01-51 DEC '97 \$1,229.17
7012 (MLMP) MARLBORO SQUARES 30-SHEET TXMIDL27-50 FEB '97 \$835.83
7012 (MLMP) MARLBORO SQUARES 30-SHEET TXMIDL27-50 JAN '97 \$835.83
BRAND <u>CONTRACT # MONTHS</u> TOTALS

\*\*NOTE: MID YEAR RENEWAL CONTRACTS ARE REFLECTED BY A 3% INCREASE

**96 LZ&Z070**S